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H2NLFO - TYRONE BRAYDON

A New York Times, Wall Street Journal, USA Today, Amazon Best-seller Reverse Innovation is the new business idea everyone is talking about. Why? Because it presents the blueprint for scaling growth in emerging markets, and importing low-cost and high impact innovations to mature ones. Innovation is no longer the exclusive domain of the Silicon Valley elite. Reverse Innovation will open your eyes to the fact that the dynamics of global innovation are changing—and if you want your firm to survive, you'd better pay attention. The gap between rich nations and emerging economies is closing. No longer will innovations travel the globe in only one direction, from developed to developing nations. They will also flow in reverse. CEOs of the world's most influential companies agree and have cited Reverse Innovation as their playbook for the next generation of global growth. Authors Vijay Govindarajan and Chris Trimble of the Tuck School of Business at Dartmouth explain where, when, and why reverse innovation is on the rise and why the implications are so profound. Learn how to make innovation in emerging markets happen and how such innovations can unlock even greater opportunity throughout the world. You'll follow some of the world's leading companies (including GE, Deere & Company, P&G, and PepsiCo) through stories that illustrate exactly what works and what doesn't. If you're in a Western economy, you need to accept that the future lies far from home. But the idea is not just for Western audiences. If innovation is at the heart of your company or your career, no matter where you practice business, Reverse Innovation is a phenomenon you need to understand. This book will help you do that.

Although in recent years some emerging economies have improved their performance in terms of R&D investment, outputs and innovative capacity, these countries are still blighted by extreme poverty, inequality and social exclusion. Hence, emerging countries are exposed to conditions which differ quite substantially from the dominant OECD model of innovation policy for development and welfare. This Research Handbook contributes to the debate by looking at how innovation theory, policy and practice interact, and explains different types of configurations in countries that are characterized by two contrasting but mutually reinforcing features: systemic failure and resourcefulness. Focusing on innovation governance and public policies, it aims to understand related governance failures and to explore options for alternative, more efficient approaches.

These proceedings represent the work of researchers participating in the 6th International Conference on Innovation and Entrepreneurship (ICIE 2018) which is being co-hosted by Georgetown University and George Washington University and is being held at The University of the District of Columbia (UDC) on 5-6 March 2018.

Written by a plethora of expert contributors from a range of institutions, the Handbook of Technology Transfer provides an engaging deep-dive review of technology transfer as a complex and dynamic process, applying different mechanisms characterising activities in a variety of countries.

The Innovation and Sustainability in Base of the Pyramid Markets series comprises four volumes, covering theoretical perspectives, themes, and various aspects of interest across four key geographical regions where Base of the Pyramid (BOP) markets are located - Latin America, Asia, Africa, and affluent countries. This book focuses on the BOP markets in Asia, and in particular the challenge of how to address the needs of deprived population groups in a sustainable manner. Base of the Pyramid Markets in Asia deals with, amongst other topics, the innovation and innovativeness that is necessary to better the life of resource-poor population groups. The book covers various themes and aspects of BOP markets in Asia and their embeddedness in socio-cultural settings, and adopts a variety of theoretical angles for analysing the phenomena. Thus, this book aims at furthering our understanding of BOP markets in Asia and at deriving valuable recommendations for managers and policy makers. BOP markets face unique challenges and private sector actors alone cannot ensure sustainable value creation activities. Multidimensional elements and factors are needed to alleviate poverty and create economic development aligned with principles of sustainable development. Therefore, the book comprises critical and empirical studies as well as conceptual papers on the challenges linked to BOP markets in Asian countries. This book is recommended reading for managers and policy makers, as well as students and academics interested in Base of the Pyramid markets.

With the rapid development of China and India as new economic powers in global competition, an obvious question is whether these emerging economies are great opportunities or threats. Whilst answers are bound to differ depending on one's perspec-

tive, it is increasingly clear that more local firms, especially local entrepreneurs, from these emerging economies will play a more critical role in global competition by becoming challengers to global incumbents. Indeed, the fact that the majority of their populations are at the bottom of the pyramid, and thus cannot afford products designed for the developed markets, has made these emerging economies fertile ground for developing and applying disruptive innovations. A novel mix of key attributes distinctive from those of established technologies or business models, disruptive innovations are typically inferior, yet affordable and "good-enough" products or services, which originate in lower-end market segments, but later move up to compete with those provided by incumbent firms. This book sheds new light on disruptive innovations both from and for the bottom of the pyramid in China and India, from the point of view of local entrepreneurs and international firms seeking to operate their businesses there. It covers both the theoretical and practical implications of disruptive innovation using conceptual frameworks alongside detailed case studies, whilst also providing a comparison of conditions and strategic options in India and China. Further, unlike existing studies, this book focuses on the neglected perspective of local challengers as the primary players, and in doing so reveals the extent to which the future landscape of global competition may be shaped by disruptive innovation, as well as its capacity to make the world "flatter" and more sustainable. This unique book will be valuable to both scholars and practitioners interested in disruptive innovation and those working in the fields of Asian studies, international business, economics and globalization.

In recent years, emerging markets have come to represent the largest share of global GDP and have made gains in economic development and political influence. In turn, emerging market companies have taken on a new level of importance in driving innovation, local development and global competition. Advancing an integrative view that captures the diversity of innovation among companies in emerging markets, this book highlights the rapid evolution of emerging markets from imitators to innovation leaders. Building upon research conducted by the Emerging Multinational Research Network (EMRN) in collaboration with several universities in North and South America, Europe and China, this rich and expansive collection includes studies of innovation in regions yet to receive focused analysis in the field. The authors also re-examine dominant theories of innovation and capability creation based on a broad range of case studies and research insights. Offering a taxonomy of emerging market innovations, this collection reveals the unique drivers, types, and outcomes of innovation in emerging markets.

In recent years, a great deal of attention has been focussed on the undertaking of managing innovation. Without the right focus, resourcing and capabilities, firms struggle to create value through innovation. However, the task of managing innovation is one of continuous paradoxes where an overly structured mind-set can impede entrepreneurship, creativity, culture and the right conditions for disruption. The question remains of how we can have the right lens to properly understand and appreciate innovation, and how we can have a flexible set of tools, techniques and perspectives to support innovation. This concise text introduces readers to one of the fundamental ideas in the business world. Insights into the key ingredients of innovation, including business models, services, entrepreneurship and creativity are analysed alongside core contexts, such as disruptive technology. Students of business and management will appreciate additional coverage of the future of the field, including open innovation and the dark side of digital disruption. This accessible book provides a thought-provoking, stimulating perspective that will make it a valuable resource for a range of academic and student audiences across business and management disciplines.

Technological change has transformed the ways knowledge is developed and shared internationally. Accordingly, in the quarter-century since the WTO was established, and since its Agreement on Trade-Related Aspects of Intellectual Property Rights came into force, both the knowledge dimension of trade and the functioning of the IP system have been radically transformed. The need to understand and respond to this change has placed knowledge at the centre of policy debates about economic and social development. Recognizing the need for modern analytical tools to support policymakers and analysts, this publication draws together contributions from a diverse range of scholars and analysts. Together, they offer a fresh understanding of what it means to trade in knowledge in today's technological and commercial environment. The publication offers insights into the prospects for knowledge-based development and ideas for updated systems of governance that promote the creation and sharing of the benefits of

knowledge.

In an ever-expanding economic world, the need for new businesses with the ability to create and evolve simultaneously is paramount to ensure success. Hybrid business models are essential to foster growth and promote prosperity. Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace is a critical scholarly resource that examines the relationship between worldwide industry and the need for up-to-date technologies and methods to support such an inclusive market. Featuring coverage on a diverse range of topics such as corporate social responsibility, collaborator empowerment, and start-up enterprise ecosystems, this book is geared toward managers, researchers, and students seeking current research on the interaction between modernization and the expansion of markets to accommodate worldwide industry.

This book looks at the policy challenges confronting India and other developing countries in creating a robust, sustainable and industrialized economy. It investigates different facets of the nature, structure, growth and impact of innovation in industries, education and within institutions to foster greater productivity and growth. The volume examines systems adopted to boost innovation and diffusion of technology in different economies while also mapping their success and failures. It offers suggestions for the future for long-term growth, sustainability and inclusiveness amidst dynamic, fast-changing technological frontiers using examples and case studies from India, Sri Lanka and Malaysia, among others. The chapters in the book, written to honour the academic work of Professor Lakhwinder Singh in the field of development economics and innovation economics, highlight the importance of adopting and adapting new technologies and development models to local contexts and small industries. An important contribution to research on innovation economics, this interdisciplinary book will be of interest to students, researchers, practitioners and policy-makers working in industrial economics, international economics, political economy, innovation economics, institutional economics, industrial organization and international trade.

Customers are increasingly seeking "low-cost, high-quality" or what is known as frugal products that meet the buyer's needs while reducing the associated cost of ownership. This book examines the developing principles and theories of frugal innovations across the globe. The authors identify frugal innovation (FI) using a multi-method approach to data analysis. They argue that the concept of frugality as a societal/ethical value has undergone several changes and propose a differentiated model of frugal innovations. They address frugal innovations that have never been accessible to the public. Hands-on case studies across multiple industry sectors and countries, supported by theory, provide multiple learning opportunities. The authors explore the relationship between FI and digitalization and technology, and discuss how FI can be applied in the context of contemporary issues such as food security. Further, they articulate the mechanisms by which FI beliefs and values can be incorporated into organizational culture. The final chapters address both ethical and controversial views of frugal innovation. The book is a valuable resource for students in business courses, for industry professionals wanting to improve their triple bottom line, and for educators wanting to influence and change the mind-sets of the younger generations to effectively deal with today's and tomorrow's challenges.

Sustainability has become an unavoidable topic in modern society. In order for sustainable development to be fully achieved, it must be integrated into the planning and measurement systems of business enterprises. Green Initiatives for Business Sustainability and Value Creation is an essential reference source including the most recent scholarly research on the development and application of green business models for contemporary organizations, with a focus on possible contexts and constructs of closed loop supply chain management. Featuring extensive coverage on topics such as consumption behavior, political economy, and structural modeling, this book is ideally designed for academicians, researchers, and professionals seeking current research on the importance of strategic green business practices.

Innovation is no longer the exclusive domain of the Silicon Valley elite. Reverse Innovation will open your eyes to the fact that the dynamics of global innovation are changing—and if you want your firm to survive, you'd better pay attention. The gap between rich nations and emerging economies is closing. No longer will innovations travel the globe in only one direction, from developed to developing nations. They will also flow in reverse. CEOs of the world's most influential companies agree and have cited Reverse Innovation as their playbook for the next generation of global growth.

The second title in the Palgrave Studies in Global Human Capital

Management series, this book explores how human capital contributes to innovation within the context of an inter-connected and globalized world. Investigating globalization as a phenomenon reflected within increasing cross-border flows of goods, services, know-how and talent, *Human Capital and Innovation: Examining the Role of Globalization* illustrates various facets of innovation at individual, team and organizational level. It highlights the influence of new economic realities, such as technological advances and the rise of emerging economies, on human capital and innovation.

In light of growing discourse on 'frugal innovation', this book offers novel approaches to innovation based on extensive empirical research. The study complements a decade of scholarly attention on frugal innovation by taking a research-based approach to innovation in resource-scarce and complex institutional contexts. The findings suggest that concepts such as frugal, reverse, jugaad, social, grassroots and inclusive innovation in fact represent heterogeneous assemblies of innovation for social, environmental and economic value. The conceptual framework invites attention to more plural sources and elements in the study of models of innovation to inspire further research in the fields of strategy, innovation, entrepreneurship, economic sociology and development studies. The design framework offers models, metrics and competencies for practitioners and policymakers to identify, evaluate and design frugal innovations. The comprehensive view of frugal innovation demonstrates how firms can implement globally competitive strategies by pursuing innovation for humanity to improve lives for everyone, everywhere.

This book reflects on the growing appetite for plurality in management knowledge that addresses the problems important to business and society. Over the last three decades, India's rapid economic growth has helped to make it a leading economy of the world. The social and cultural setting of India is unique because of its diversity, large population, and social and economic stratification. India is a living culture of more than three thousand years that simultaneously embraces traditional and contemporary beliefs and practices. From world trade to climate change to democratization, India's actions have a global impact. Reviewing management literature in the Indian context, this book attempts explaining and addressing the problems important to business and society. This book has three primary aims: to identify and describe the insights from traditional culture of India relevant to management, to report on the Indian institutional dynamics and its reflection on management and to present pedagogical initiatives that integrate the wisdom of Indian culture and tradition with contemporary management knowledge. In light of these objectives, this book will be relevant to management scholars, educators, and practitioners, particularly in the areas of organizational behavior, human resource management, strategic management, marketing, entrepreneurship, and international management.

This Handbook focuses on techno-entrepreneurial ecosystems under several different aspects: how the ecosystems have evolved in techno-entrepreneurship, the influence that techno-entrepreneurs can have on complex ecosystems such as regions and nations, and the new types of innovations that techno-entrepreneurs are pursuing to adapt to the ecosystems, such as frugal innovation.

Frugal innovation is considered a new source of innovation, mainly to meet the needs of low-income customers. Hence, frugal innovation has primarily been explored emphasizing affordability. The concept of frugal and social innovation is a new idea and requires perspectives from academicians, researchers, and organizations to reach its full potential. *Frugal Innovation and Social Transitions* in the Digital Era considers the social value of innovation, frugal innovation, and social innovation in society at local, national, and international levels and calls the attention of scholars and researchers around the globe to focus on the social perspectives and social patterns of human life and society. Covering key topics such as emerging technologies, entrepreneurship, and social change, this reference work is ideal for computer scientists, business owners, managers, policymakers, researchers, scholars, practitioners, instructors, and students.

This book provides a rich overview and takes a closer look at the current state of theory and practice in the field of sustainable business models. The chapters in this book examine and analyze existing and new approaches towards sustainable business models and showcase the implementation of sustainable business through both quantitative and qualitative studies, including several case studies and many practical examples. It approaches these issues from the standpoints of diverse business disciplines to yield new insights and ideas that are relevant from both an academic and professional perspective. In its essence, the book examines how firms' value creation processes can be driven by sustainability and social responsibility and how this impacts business and society. Readers will find a range of sustainable business models that have been employed and are being pioneered in various industries around the globe - which are thoroughly investigated and discussed, and put into a comprehensive conceptual framework.

This book focuses on the Base of the Pyramid (BOP) in Latin America and examines the role of the markets in serving low-income

populations as consumers, distributors, and entrepreneurs. Deep inequalities, violence, and urbanisation characterise the region. Despite the reduction of poverty observed during the first two decades of the 21st century, Latin America is the most unequal region in the world. Outside active war zones, the region has the highest homicide rate in the world and violence and inequality are both deeply intertwined. Markets have a crucial role to play in closing this gap and offering job and income opportunities, especially to unemployed youth, paving the way for safer, more peaceful, and sustainable development. The book also offers a theoretical reflection on the role that community enterprises who manage common-pool resources can play in serving markets and creating income opportunities for the rural poor. The book is recommended for managers, policy makers, students, and scholars interested in Base of the Pyramid markets and their potential to lift people out of poverty and to promote a more equal society.

Economic Effects of Natural Disasters explores how natural disasters affect sources of economic growth and development. Using theoretical econometrics and real-world data, and drawing on advances in climate change economics, the book shows scholars and researchers how to use various research methods and techniques to investigate and respond to natural disasters. No other book presents empirical frameworks for the evaluation of the quality of macroeconomic research practice with a focus on climate change and natural disasters. Because many of these subjects are so large, different regions of the world use different approaches, hence this resource presents tailored economic applications and evidence. Connects economic theories and empirical work in climate change and natural disaster research Shows how advances in climate change and natural disaster research can be implemented in micro- and macroeconomic simulation models Addresses structural changes in countries afflicted by climate change and natural disasters

On December 4th, 2019, the National Academies of Sciences, Engineering, and Medicine held a 1.5-day public workshop titled *Exploring the Frontiers of Innovation to Tackle Microbial Threats*. The workshop participants examined major advances in scientific, technological, and social innovations against microbial threats. Such innovations include diagnostics, vaccines (both development and production), and antimicrobials, as well as nonpharmaceutical interventions and changes in surveillance. This publication summarizes the presentations and discussions from the workshop.

The changing dynamics of business worldwide have led organizations to look beyond traditional managerial practices while at the same time attempting to retain their core competitive advantages. This development has called upon academicians and practitioners alike to reassess the different aspects of business management such as macroeconomic variables, the nature of the market, the changing features of the workplace, the new work ethos, and/or employer-employee exchanges. In this context, the book provides essential insights on industry innovations, academic advances and policy movements with regard to recovering markets in India and around the globe. The individual papers highlight potential avenues that could allow industry to better understand and respond to the global crisis. The book collects research papers presented at the Global Conference on Managing in Recovering Markets (GCMRM), held in March 2014. Seven international and 120 national business schools and management universities were represented at the conference, the first in a series of 13 planned under the GCMRM agenda for 2014-17. The book includes more than 30 research papers chosen from a pool of 118 presented at the conference, all of which have undergone a rigorous blind review process.

Innovation is sweeping the globe at breakneck speed, and emerging markets are where tremendous growth and opportunity reside. Jerry Haar and Ricardo Ernst delve into the forces and drivers that shape innovation in emerging markets and present case studies, along with a summation of the key features and outlook for innovation over the next decade.

In their first book, *Ten Rules for Strategic Innovators*, the authors provided a better model for executing disruptive innovation. They laid out a three-part plan for launching high-risk/high-reward innovation efforts: (1) borrow assets from the existing firms, (2) unlearn and unload certain processes and systems that do not serve the new entity, and (3) learn and build all new capabilities and skills. In their study of the Ten Rules in action, Govindarajan and Trimble observed many other kinds of innovation that were less risky but still critical to the company's ongoing success. In case after case, senior executives expected leaders of innovation initiatives to grapple with forces of resistance, namely incentives to keep doing what the company has always done—rather than develop new competence and knowledge. But where to begin? In this book, the authors argue that the most successful everyday innovators break down the process into six manageable steps: 1. Divide the labor 2. Assemble the dedicated team 3. Manage the partnership 4. Formalize the experiment 5. Break down the hypothesis 6. Seek the truth. *The Other Side of Innovation* codifies this staged approach in a variety of contexts. It delivers a proven step-by-step guide to executing (launching, managing, and measuring) more modest but necessary innovations within large firms without disrupting their bread-and-butter business.

This book focuses on how companies are innovating with regard

to the Bottom-of-the-Pyramid (BOP) – the lowest socio-economic segment, and the organizational conditions they need to be successful. The authors use several examples of disruptive innovations for this market, particularly in the Indian healthcare sector. Low-cost, specialty hospital chains like Aravind Eye Care and Narayana Hrudayalaya have brought down the cost of certain medical procedures significantly. The Indian conglomerate Tata Group and the American healthcare giant GE Healthcare have also developed affordable products targeted at the lowest-income segments in India. The authors present an in-depth analysis of these companies and present their insightful results on disruptive innovation and the ever-challenging BOP market.

This book focuses on the challenges of capacity building for flexible work organizations in Asia, and demonstrates how business enterprises practice reactive flexible capacity (in the form of adaptiveness and responsiveness) to cope with changing and uncertain business environments. The book provides examples of how this can be achieved by means of various organizational change initiatives, leadership strategies, re-engineering, innovation in products and processes, the use of information and communication technology, reshaping learning orientations, and more. As these topics are supported by research and case studies situated in different sectors and countries across Asia, the book will provide a useful resource for a broad readership including: management students and researchers, practicing business managers, consultants, and professional institutions.

This book explores the new product development process of firms developing frugal innovation for the base-of-the-pyramid (BOP) markets in developing countries. Frugal innovations are products characterized by an affordable price-point, durability, usability and core functionalities that are highly adapted to BOP consumers' needs. Frugal products have the potential to drive the development progress and living standards of low-income consumers. With an innovation framework developed from worldwide frugal case studies, this book provides detailed insights through two in-depth start-up firms in Indonesia that have successfully launched frugal products for the low-income market. These two start-ups have addressed two major development challenges for not just Indonesia, but also the global BOP market - traditional methods of cooking and access to clean drinking water. A detailed roadmap is developed from insights into the processes and management decisions of these two start-ups and combined with previous studies on frugal products. Providing a detailed roadmap across the different phases and stages of the new product development process when developing frugal products, this book will be insightful to not only innovators but also investors and government agencies supporting their activities.

Launched in 2011 to recognize the prolific contribution that PhD dissertations make to the field of Innovation Management, the ISPIIM Dissertation Award selects three winners from the possible 100+ entries every year. Aided in the selection process by the generous support of Innovation Leaders, the ISPIIM presents the awards at their annual Innovation Conference. With only three finalists being selected each year, many excellent submissions do not receive the recognition they deserve. To rectify this, the 2018 ISPIIM Dissertation Award cast its spotlight beyond the top three dissertations and onto a much greater number of entries. Compiling the top 28 submissions received this year, 'New Waves in Innovation Management Research' is organized into six thematic sections that cover areas such as investments, collaboration, and creativity. Presenting a broad range of case studies and data from across global, this edited volume illustrates the breadth of research potential in the coming wave of innovation management. This book will be of interest to students, researchers and professional managers, alike, who are interested in or actively involved in the latest research on innovation management.

How to Innovate and Execute Leaders already know that innovation calls for a different set of activities, skills, methods, metrics, mind-sets, and leadership approaches. And it is well understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for leaders is doing both, simultaneously. How do you meet the performance requirements of the existing business—one that is still thriving—while dramatically reinventing it? How do you envision a change in your current business model before a crisis forces you to abandon it? Innovation guru Vijay Govindarajan expands the leader's innovation tool kit with a simple and proven method for allocating the organization's energy, time, and resources—in balanced measure—across what he calls "the three boxes":

- Box 1: The present—Manage the core business at peak profitability
- Box 2: The past—Abandon ideas, practices, and attitudes that could inhibit innovation
- Box 3: The future—Convert breakthrough ideas into new products and businesses

The three-box framework makes leading innovation easier because it gives leaders a simple vocabulary and set of tools for managing and measuring these different sets of behaviors and activities across all levels of the organization. Supported with rich company examples—GE, Mahindra & Mahindra, Hasbro, IBM, United Rentals, and Tata Consultancy Services—and testimonies of leaders who have successfully used this framework, this book solves once and for all the practical dilemma of how to align an organization on the critical but competing demands of innovation.

The Handbook constitutes a global resource for the fast growing interdisciplinary research and policy communities addressing the challenge of driving innovation towards socially desirable outcomes. This book brings together well-known authors from the US, Europe and Asia who develop conceptual and regional perspectives on responsible innovation as well as exploring the prospects for further implementation of responsible innovation in emerging technological practices ranging from agriculture and medicine, to nanotechnology and robotics. The emphasis is on the socio-economic and normative dimensions of innovation including issues of social risk and sustainability.

India is still perceived by some as a developing country that has yet to create world-class products of its own. However, this book shows that in recent years India has emerged as a lead market for frugality-driven innovations that are affordable, robust and successful even outside its geographic boundaries. Many global companies have recognized these changes and are ramping up their local R&D capabilities. At the same time, several Indian firms are venturing out to international shores and gaining access to new markets. Using a top-down approach, the book takes a closer look at systems of innovation at work and presents examples of successful, corporate innovations in multiple industries and their contextual conditions.

Innovation research has investigated the relevance of innovations for organizational competitiveness and the role of innovations for social as well as economic welfare. Accordingly, scholars and practitioners frequently emphasize the innovation processes that lead to desired innovative outcomes. Nevertheless, these innovation processes have to be carried out by motivated individuals. Increasingly, academic literature takes the mindsets of these actors into consideration. However, diverging conceptualizations limit our understanding of the term "mindset" and the role of individuals' mindsets in organizational innovation efforts. This book aims at opening the "black box" of innovation as a mindset. Linking mindset theories from social psychology to the context of frugal innovation, the author provides rigorous conceptual work on mindsets in innovation. This conceptual research is supported by findings from two empirical studies. This book makes important contributions to theory and practice: to academic research by developing conceptual clarity on understanding innovation as a mindset and providing supportive empirical evidence, and to innovation prac-

tice by showing how a detailed understanding of individuals' mindsets can inform evidence-based change interventions.

This book focuses on the issues and challenges posed by COVID-19, proposing ways to deal with the supposed 'new normal' which the pandemic has introduced in the functioning of business, society, and environment. Among the issues discussed are employee well-being and mental health, impact of changes in education sector, marketing, selling and distribution of goods, change in business model for SME, impact on travel and personal grooming sector, consumer preferences, performance impact of intellectual capital, performance of banks-pre merger, and so on. Focus is on presenting strong research results backed by statistical analysis using different tools. There are managerial solutions to the problems being faced by businesses and firms. The presentations would throw great insights on how businesses have coped during pandemic times in a developing economy like India.

Health-Care Solutions from a Distant Shore Health care in the United States and other nations is on a collision course with patient needs and economic reality. For more than a decade, leading thinkers, including Michael Porter and Clayton Christensen, have argued passionately for value-based health-care reform: replacing delivery based on volume and fee-for-service with competition based on value, as measured by patient outcomes per dollar spent. Though still a pipe dream here in the United States, this kind of value-based competition is already a reality--in India. Facing a giant population of poor, underserved people and a severe shortage of skills and capacity, some resourceful private enterprises have found a way to deliver high-quality health care, at ultra-low prices, to all patients who need it. This book shows how the innovations developed by these Indian exemplars are already being practiced by some far-sighted US providers--reversing the typical flow of innovation in the world. Govindarajan and Ramamurti, experts in the phenomenon of reverse innovation, reveal four pathways being used by health-care organizations in the United States to apply Indian-style principles to attack the exorbitant costs, uneven quality, and incomplete access to health care. With rich stories and detailed accounts of medical professionals who are putting these ideas into practice, this book shows how value-based delivery can be made to work in the United States. This "bottom-up" change doesn't require a grand plan out of Washington, DC, agreement between entrenched political parties, or coordination among all players in the health-care system. It needs en-

trepreneurs with innovative ideas about delivering value to patients. Reverse innovation has worked in other industries. We need it now in health care.

Internet and social networks play a critical role in the evolution of processes and functional areas that allow businesses to reach a wider base of end-users and achieve competitive advantage in their respective markets. *Quality Innovation: Knowledge, Theory, and Practices* presents a compilation of recent theoretical frameworks, case studies, and empirical research findings in the area of quality innovation. It highlights the theories, strategies, and potential concerns for organizations engaged in change management designed to address stakeholders' needs. This reference volume serves as a valuable resource for researchers, business professionals, and students in a variety of fields and disciplines.

Different theories, models and narratives of innovation compete for both legitimacy and authority. However, despite the variations, they all offer a consistent pro-innovation bias, dismissing resistance as irrational, and overlooking the value of non-users and collateral impacts. This book looks at innovation from a different perspective and asks, what has been left out? It offers a reflexive view and invites researchers to consider new avenues of research, through a critique of current representations of innovation.

It is well documented that the space of informal economic activity is rising across the globe. This rise has been particularly significant in the least developed and developing countries, especially after the onset of neo-liberal policies and withdrawal of welfare state. There has also been a shift in academic thinking on informal sector, with attempts being made to understand the contribution of informal sector in generating employment and economic growth rather than focusing solely on exploitative labour conditions in these economic activities. Indeed, with the retreat of welfare state and the introduction of contract labour in the formal sector, many issues related to occupational hazards and improper labour conditions do not remain unique to the informal sectors of the economy, particularly in less developed countries. This volume addresses a specific concern: the issue of knowledge generation and innovative activities, which lies at the core of sustained competitive advantage of these activities. The chapters in this book were originally published in the *African Journal of Science Technology Innovation and Development*.