

Contents

Editor-in-Chief's Note 7

Editor's Note 9

Articles

Qualitative Innovation in the Light of the Normative: A Minimal Approach
to Promoting and Measuring Successful Innovation in Business 11
Anna-Vanadis Faix

India's Frugal Innovations: *Jugaad* and Unconventional
Innovation Strategies 25
Ruchi Sharma, Nandita Mishra and Gauri Sharma

Review of Adoption Theories in the Context of Blockchain 46
Aman Dua

Funding Failure: Determinants of Persistence 58
Chandresh Baid and Devesh Baid

The Portrayal of Social Media Marketing in the Luxury Tourism Industry:
A Review of the Literature and a Preliminary Analysis 65
Jyotisman Das Mohapatra and Ashok Kumar Dash

An Empirical Study of the Movement of Sectoral Indices and
Macroeconomic Variables in the Indian Stock Market 82
Sitaram Pandey

Economic Aspect of Implementing Green HR Practices for
Environmental Sustainability 94
A. Shanker Prakash, Anurag Kumar Gupta and Simranjeet Kaur