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A Bibliometric Analysis
of Two Decades of Research
in Appreciative Inquiry

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Appreciative Inquiry (AI) is a strengths-based, participatory technique of bringing social or organizational innovation that focuses on appreciating the best in a given situation. The overwhelming interest of researchers in AI necessitated bibliometric analysis to review the progression of knowledge construction and theory development in this area. This study aims to identify the publications on AI and analyze the trends and patterns of these publications. A bibliometric analysis of 1231 articles downloaded from the Scopus database has been done using RStudio and VOSviewer software. The study's findings provide an overview of the trends and progress of research on AI. The study apprises the academic efforts in developing a knowledge base in AI. The results show rising interest in AI after 2003, as evident from rising publications and citations. David Cooperrider is the most assiduous author who laid the foundation of research in the area of AI. The most prominent institution is Case Western Reserve University, USA. Advances in Appreciative Inquiry is the journal that has published most research in AI. The most significant keywords are action research, positive psychology, leadership, evaluation, and change management.

Key Words: *Bibliometric analysis, Appreciative Inquiry (AI), Publications, Scopus database, RStudio software, VOSviewer software*

Influencer Marketing:
An Integrative Model

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During the pandemic's rapid spread, the use of influencer marketing has expanded several folds. As a result, it has evolved into an essential component of digital marketing strategy for both marketing and revenue generation. Marketers have recently leveraged either Key Opinion Leaders or Artificial Intelligence influencers, or both, to influence purchase intention for certain products and services in order to improve sales success. As a first step in the process of building an integrative model of Influencer Marketing (IM), the present study has explored the various issues associated with IM, such as: Influencers and their classification, Social Media Influencers (SMI), Key Opinion Leader Influencers (KOL), Artificial Intelligence Influencers (AI), Para Social Relationship (PSR) and Consumer Decision Making Process (CDMC), based on the review of extant literature. The second step was to clearly define the process of measurement, which was done with a special focus on the research on Key Opinion Leaders and AI influencers, leading to proposition of parasocial interaction as a moderating factor. The third and the final step was to establish and integrate the multiple comparison standards into a single framework, which attempts to bring together the different perspectives of influencer marketing. Contributions of this paper to the literature on influencer marketing in the context of parasocial interactions are two-fold: firstly, it identifies and assesses the contribution of variables that influence the purchase intention under the IM strategy; and secondly, it integrates the multiple standards of comparison into a single framework 'IM2 model', which is an Integrative Model of Influencer Marketing and so can stimulate further discussion and research on IM.

Key Words: *Influencer marketing, Key opinion leaders, Artificial intelligence, Consumer behavior, Purchase intention, Parasocial interaction*

Facilitation of Women's Employment in the Retail Sector: A Study of Independent Self-service Stores (ISS) in Mumbai

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Independent Self-service Stores (ISS) have emerged as a new retail format in India. In the male-dominated retail sector, ISS has a different gender-profile, and so we studied women's employment in ISS, their reasons for joining, and the employment conditions. We interviewed 59 women employees and ISS-owners from 59 enterprises in Mumbai using a semi-structured interview schedule. A non-probability sampling method was applied for the selection of ISS from 24 municipal wards of the Mumbai region. Quantitative data were analyzed using SPSS, and qualitative data were thematically assessed. It was found that ISS has a 1:1 men-women ratio, contrasting with the 4:1 ratio in other retail formats. Women's preference for ISS employment was due to several facilitating features of ISS, such as: flexible organisational policies, decision-making involvement, ownership and satisfaction, learning opportunities, proximity to home, hygiene, positive work environment, dress code, compensation, and training and development. ISS-owners also preferred to employ women, as they felt it will help them to compete better with other retail formats for customer retention.

Key Words: *Women's employment, Organized and unorganized retail sectors, Independent Self-service Stores (ISS), Traditional Full-service (TF) retailers, Labor force participation rate, Employee satisfaction*

Polarization in the Utilization of Public Hospitals and Government-Sponsored Health Insurance (GSHI): The Unique Case of Kerala

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This paper examines three objectives. The first objective was to study whether GSHI schemes had an impact on GSHI-related hospitalisations during 2018-2022 only (inter-state analysis), as there was uniform availability of data across all the states during this period. The second objective was to analyse the difference in the utilization of public hospitals for inpatients and outpatient visits between the GSHI-covered and non-covered households, among the top 10 states only, whose GSHI coverage was high (estimated from 75th round of National Sample Survey (NSS), 2017-18). This data was used as it coincides with 2008-2020 period, during which the polarization in the use of public hospitals might have happened in Kerala. The third objective examined whether polarization in the utilization of public hospitals in Kerala varied across various socio-economic sections of the sample population. The results suggested that most of the states, including Kerala, recorded impressive rise in GSHI-hospitalisations during 2018-2022. The interstate analysis, from 75th NSS round proved that Kerala has shown polarization in the utilization of public hospitals and further, the disaggregated analysis has shown that the polarization was stronger among socially and economically well-off households compared to poorer households. This again lent credence to the polarization hypothesis. However, among the 14 districts, Wayanad exhibited an opposite polarization in favour of private hospitals. The analysis suggested that GSHI schemes could have created a polarization in the utilization of public hospitals in Kerala during 2008-2020.

Key Words: *GSHI, Polarization, Utilization pattern, Public hospitals, Inpatients, Outpatient visits*

Work Life Balance and Turnover Intentions of Nurses in Private Healthcare Sector: The Mediating Role of Organizational Commitment

Chandni Rani[1], Randeep Kaur[2], Pooja Goel[3] and Seema Gupta[4]

The present paper reports on a study of the relationship between Work Life Balance (WLB) and turnover intention along with the the mediating role of organizational commitment among nurses in Tricity (Chandigarh, Panchkula, Mohali). The data for this study were collected was collected from 421 nurses working in private hospitals of Tricity. The PLS-SEM technique was used for data-analysis. The result of the study indicated that organizational commitment fully mediated the relationship between work life balance and turnover intention. Although, the direct impact of work life balance on turnover intentions was non-significant, its indirect effect through organizational commitment was significant. One of the implications of these findings is that healthcare organizations should promote WLB and OC to retain employees by reducing their turnover intentions. The findings of the study suggest that hospital administrators and supervisors should promote employee engagement by creating a culture of open communication, recognizing, and rewarding employee contributions, and facilitating opportunities for professional development. Furthermore, WLB can be nurtured if organizations can support family-friendly policies, positive work environment, and flexible working schedules.

Effect of Household Size and Age on Consumer Perceptual Factors Influencing Store Brand Purchase Intention: A Multi-group Analysis

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This empirical study investigates the impact of household size and age on consumers' responses to store brand attitudes. It also assesses the consumers' propensity to purchase private labels by measuring perceptual factors such as perceived quality of store brand, price consciousness, store image, and deal proneness. This quantitative study used a structured questionnaire to collect data from 424 respondents in an Indian metropolis, who were selected using the convenience sampling method of surveying and the mall intercept strategy. The multi-group comparison analysis showed that the perceived quality of store brands vs national brands appeared as an important pre-store factor in both the $>=5$ household size-groups and the 40-year-old age-group, impacting store brand attitudes. The younger consumer group is reported to be more influenced by in-store promotions. The larger households were found to give higher weightage to the products' intrinsic quality as compared to the price. This research adds value to the literature on consumer behavior towards store-brand products in a retail environment. The study findings enhance the understanding of consumer behavior, which will aid retailers and marketers in better segmenting and targeting predisposed individuals by communicating the perceptual variables that shape their decision-making towards favorable behavior, and thereby develop a competitive advantage.

Key Words: *Consumer behavior, Household size, Consumer age-groups, Private labels, Purchase intention, Store brands*

Factors Affecting the Attitudes and Revisit-Inclination at Fast Food Establishments: An Empirical Inquiry Among University Scholars in Patiala, Punjab, India

Parminder Singh Dhillon*

This study investigates the factors influencing customer satisfaction and revisit intentions among undergraduate students at fast food restaurants in Patiala, Punjab, India. With increasing fast-food outlets, attracting and retaining customers, especially budget-conscious students, is crucial. The research delves into determinants of customer satisfaction and revisit intentions for undergraduates picking fast food places. Data from 184 students were collected through a structured questionnaire. The study focuses on internationally branded fast-food outlets due to the concentration of universities. Results indicate positive connections between food quality, service quality, Restaurant ambience, price sensitivity, and customer satisfaction and revisit intention. Food quality and price sensitivity significantly impact satisfaction and revisits. These findings highlight the need for quality food and price consideration. The research contributes novel insights into undergraduate-focused fast-food determinants. Concentrating on Patiala's globally branded fast-food outlets, located in a university—rich area, enriches understanding of industry dynamics and retention strategies. The results guide restaurant owners in shaping marketing and operational strategies for student customer loyalty and business success.

Key Words: *Customer satisfaction, Fast food restaurants, Food quality, Price sensitivity, Restaurant ambience, Revisit intentions, Service quality, Undergraduate students.*

Strategizing the Healing Touch – Ayursparsha

Chandrasekaran N*, A Indira** and Sathya Saminadan R S***

This is a case study on Dr. Jyotsna's clinic, 'Ayursparsha', in Chennai, Tamil Nadu, South India, which has offerings in wellness, cure of certain diseases, and the practice of massage called 'panchakarma', following the principles of Ayurveda (the alternate medicine recognized under the Ministry of AYUSH, Government of India). Data for this case were collected from primary sources through detailed personal interviews with the protagonist. This case gives insight into the healing-service industry, which has gained ground under the name of 'wellness industry' using traditional and alternative healing practices, and is expected to grow to USD1 tn by 2050. It helps to understand the dilemmas and key concerns that service professionals like Dr. Jyotsna face in building their basket of services. The case discusses and helps in learning about the challenges faced in creating a competitive service, especially when hit by the pandemic, which has created both constraints as well as opportunities for the healing industry. The case examines alternate scenarios available for sustainable growth for the niche-market and physical contact-based services.

Key Words: *Ayurveda, Ayush Ministry, Service operations, Service professionals, Traditional and alternative healing practices, Wellness industry*