

Dr. Jitendra K. Das is Director of FORE School of Management, New Delhi, India. He has over 40 years of work experience in the corporate as well as in academics. He has to his credit many national and international publications and through his research initiatives, he has been contributing immensely to the body of knowledge in the areas of Marketing Management, Advanced Marketing Research, Strategic Internet

Marketing and Customer Relationship Management. He has taught these courses at IIM Lucknow, IIM Ahmedabad and IIM Kozhikode. He also taught Marketing Channel and Distribution Course at Danube Business School, Danube University Krems, Austria. Dr. Das was a Professor of Marketing and the founder Dean (Noida Campus) of the IIM Lucknow. He has a wide-ranging industry experience in various organizations including Wipro Information Technology Ltd., New Delhi; Shriram Chemicals, Kota, etc. He has been a consultant to the World Bank, IDRC (Canada), GWB (for GTZ Germany), Coal India Ltd., GlobeCast India (a division of France Telecom), various ministries of the Government of India, etc., and member of a few policy committees of the Government of India. He has also addressed distinguished gatherings at national and international forums. Dr. Das has received numerous awards and honours.



Prof. Sanghamitra Buddhapriya is the Dean (Academics) at FORE School of Management, New Delhi. She is a Professor in the Area of Organizational Behaviour and Human Resource Management. She has more than twenty-six years of experience in management teaching, research, training and consulting. She is the recipient of 50 Women in Education Award by World Education Congress in 2019. A gold medallist in

M.A., she did her PhD from Faculty of Management Studies, University of Delhi. She received the Prestigious Shastri-Indo Canadian Faculty Research Fellowship and did her Post-Doctoral research from Michel G De Groote School of Business, Mc Master University, Hamilton, Canada.

Her research interest lies in intrinsic motivation, mentoring relationship, diversity management, and gender issues at work, work-life balance, and stress at work. She has authored two books and published many research papers in reputed referred national and international journals. Prof Sanghamitra designs and conducts numerous Management Development Programmes for leading public and private sector organizations and has trained more than 2000 professionals across managerial levels on wide range of themes. She was selected as a resource person for training women civil servant on gender issues in management. She can be reached at sanghamitra@fsm.ac.in.



Contents

Fo	reword—Suresh Narayanan	v
Int	roduction	vii
1	. Impact of Covid-19 on Indian Economy Nabhi Bansal and Sourabh D. Kulkarni	1
2	Impact of Covid-19 on the Elements of the Food Supply Chain: An Exploratory Study <i>Tushar Kaistha and Vinaytosh Mishra</i>	33
3.	A Study of Logistics and Distribution of Roti (Food), Kapda (Clothing), Makan (Shelter), and Sehat (Health) Among the Less Fortunate and Stranded People during the Covid-19 Lockdown <i>Mily Saxena and Anita Tripathy Lal</i>	57
4.	Potential Impact and Business-related Challenges of Covid-19 on Pharmaceutical Sector using AHP Modeling Shipra Pundir and Faisal Ahmed	75
5.	Identify, Develop and Evaluate Marketing Strategies for Fast Moving Consumer Goods Companies: Study in the Context of Covid-19 Pandemic Soumya Agarwal and Mohita G. Sharma	92
6.	Brand Response in Times of Crisis, vis-à-vis, Brand Equity Bhavana Asthana and Anil Kumar Singh	106
7.	Educational Learning Online vs. Offline: Experience during Covid-19 Pandemic Prachi Rohira and Nirmalya Bandyopadhyay	136
8.	Impact of Online Teaching on Student Learning: An Exploratory Study in the Times of Lockdown Caused by Covid-19 Pandemic <i>Chhavi Duggal and Subir Verma</i>	164
9.	Indian Commodity Derivatives Market and Relation with Stock Market and VIX (Volatility Index) during Crisis Periods Akriti Chaplot and Sriparna Basu	185

xvi		Co	ntents
10.	Role of Profitability and Investment in Explaining Equity Returns Across Indian Markets Shrestha Misra and Gagan Sharma		213
11.	A Study of Future of Service Aggregators in India Hitesh Ghai and Nirmalya Bandyopadhyay		233
12.	Valuation and Comparative Financial Performance Analysis for Select Indian Fast Moving Consumer Goods Companies Mugdha Krishan and Vinay Dutta		262
13.	Influence of Search Engine Optimisation on the E-Commerce Business Surbhi Singhal and Somayya Madakam		303
Con	tributors		330