



## Fresh Perspectives on India's Organizational Dimension

By **Vipin Gupta** (California State University, USA)  
**Samir Ranjan Chatterjee** (Curtin University, Australia)  
**Alka Maurya** (Amity University, India)

### ABOUT THE BOOK

This edited book collects several deep insights into the trends and transitions in work organizations in India. It explores significant themes highlighting areas such as globalisation, digitisation, social and managerial transformations. Chief among its chapters are a number of collaborative studies on the potential impact of societal and technological changes on the design, operation as well as strategic platforms, which add richness to the volume. It is a must-read for readers interested to learn more about organizational design in an Indian context.

|           |                  |
|-----------|------------------|
| ISBN      | 9789811296437    |
| Extent    | 364pp            |
| Binding   | Hardback         |
| Year      | 2024             |
| Publisher | World Scientific |
| Price     | \$138.00         |

### CONTENTS

- Prologue: Performing for Both Profiting and Development
- **Fresh Approach:**
  - A FRESH Perspective on India's Organizational Dimension (*Vipin Gupta, Alka Maurya, & Samir Chatterjee*)
- **Functional Approach:**
  - Talent Inbreeding: The Case of Indian Academic Institutions as Organizations (*Shalini Shukla and Ram Singh*)
  - Digital Transformation of Supply Chains in Indian Organizations (*Prakash Agrawal, Rakesh Narain, and Mayank Agarwal*)
  - Paths to Digital Transformation in Services Marketing (*Sasmita Kant Maurya*)
- **Responsibility Approach:**
  - Social Responsibility in Indian Organizations: Developments Since Independence (*Syed Mohammad Akrama Ali Rizvi, Chayan Poddar, and Iqra Fatima*)
  - Social Responsibility in Indian Organizations: The Way Forward for Sustainable Development (*Nivedeeta Thombare and Moitrayee Das*)
  - Green Organizations and Strategies Toward Sustainability (*Seema Garg and Namrata Pancholi*)
- **Ecosystem Approach:**
  - Start-Ups in Smaller Cities of India: Ecosystem Challenges and Unique Opportunities (*Kumar Mukul, Monoo John, Amit N Angadi, S Jayadatta, and M Preethi*)
  - Frugal Innovation with Bricolage Mindset for Organizational Evolution (*Geo P Bose*)
  - Entrepreneurial Organization of Social Innovations in the Diverse Indian Culture (*Preeti Aagneya (alias Avani Bharadwaj), Soumitro Chakravarty, and Umesh Prasad*)

- **Subaltern Approach:**
- Digital Revolution in Indian SMEs and a Regenerative Managerial Mindset (*Manu Shukla & Purvi Pujari*)
- Digital Technologies for Sustaining SME Growth in India  
(*Namrata Pancholi, Seema Garg, Madhu Khurana, and Vinita Sharma*)
- Catalyzing SME Growth in India (*Rachetty Hariprasad and D Ashok*)
- **Historical Approach:**
- Corporate Organization in Ancient India — The Shreni System  
(*Alka Maurya, Veenus Jain, and Pallavi Mohanan*)
- Corporate Governance in Shreni System: Glimpses from Ancient India  
(*Veenus Jain and Pallavi Mohanan*)
- The Management and Organizational Paradigm of Chaitra Parva and Its Role in the Sustenance of Chhau  
(*Nitin Mane, Ruhi Lal, and Satyabrata Rout*)
- Epilogue

## READERSHIP

Academics, students of graduate MBA programmes, professional managers, and readers who are interested in India's organizational design and policies.

---

For orders and enquiries, please contact us:

**FEEL**  
Books

**FEELBOOKS PVT. LTD.**

[www.feelbooks.in](http://www.feelbooks.in)

**DELHI**

4381/4 Ansari Road, Daryaganj, New Delhi 110002

**Tel:** +91-11-47472630

**Email:** [orders@feelbooks.in](mailto:orders@feelbooks.in)

**BENGALURU**

C-22, Brigade MM, KR Road, Jayanagar 7th Block, Bengaluru 560070

**Tel:** +91-80-26762129

**Email:** [bangalore@feelbooks.in](mailto:bangalore@feelbooks.in)

MUMBAI ♦ CHENNAI ♦ KOLKATA ♦ HYDERABAD



For any queries, please email us at [marketing@feelbooks.in](mailto:marketing@feelbooks.in)



[www.feelbooks.in](http://www.feelbooks.in)