

Jan-June 2023, Vol. XII No1

ISSN 0975-1440  
e ISSN 2583-6382

# AMITY MANAGEMENT ANALYST



#### **Interview with Mr. Anil Solanki**

Country Head- Indirect Business, Partner & Alliances- Siemens Digital Industries Software

#### **An empirical study on consumer buying behaviour towards solar energy products.**

Pradip L. Maheta, Ashish Rami



#### **Bibliometric Analysis of Sustainable development of Women Entrepreneurship from 1989-2022**

Pushpender Gothwal, Rishi Manrai

#### **Effect of Sustainable Human Resource Practices on Organizational Performance**

Rajimol K P



#### **Systematic Literature Review for Supply Chain 4.0**

• Veerendra Anchan • Manmohan Rahul • Arshia Kaul  
• Vernika Agarwal

#### **Strategic Human Resource Management and Employment Relations: An International Perspective-By Ashish Malik**

Vaishali Gupta • Monika Arora



THE JOURNAL OF  
AMITY BUSINESS SCHOOL  
AMITY UNIVERSITY GURGAON

Copyright © 2023  
All Rights Reserved

**Amity Business School** holds the copyright to all articles contributed to its publications.

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system, transmitted in any form, or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior permission of  
Amity Business School, Gurugram  
(Manesar)

The views expressed in the articles are the personal views of the individual authors and do not represent those of the  
Amity Business School, Gurugram (Manesar)

Publisher, Printer and Editor Prof (Dr) Vikas Madhukar on behalf of Amity Business School, Amity Education Valley, Panchgaon, Manesar (Gurgaon). Printed at Rakmo Press Pvt Ltd, C-59, Okhla Industrial Area, Phase – I, New Delhi-110 020 and published from Amity Education Valley Panchgaon, Manesar (Gurugram)

Vol. XII No.1, Jan-June, 2023

(Bi-annual Refereed Journal of the Amity Business School, Amity University Gurugram)

Editor-in-Chief

Prof. (Dr.) Vikas Madhukar

*Pro Vice Chancellor*

Amity University, Gurugram (Manesar)

Associate Editor

Prof. (Dr) G. Ramanaiah

Dr. Rishi Manrai

Amity Business School, Gurugram (Manesar)

Sub Editor

Dr. Ranjana Kothari

Amity Business School, Gurugram (Manesar)

Editorial Support

Dr. Saba Jafri

Amity Business School, Gurugram (Manesar)

## **From the Desk of Editor-in-Chief**

Amity Business School, Amity University Gurugram, is one of the most sought-after institutions for management education in India (Ranked among top 10 private B-Schools in India by Times of India – 2022) and our flagship journal ‘Amity Management Analyst’ (AMA) is no exception to it.

It is our pleasure to present this January - June 2023 issue of the journal. The current issue contains the research papers on diverse issues, book review and an interview with the CEO of a well-known company. A twofold blind referral process is involved in selecting the papers for this journal. We are sure that the research papers in the journal will enhance the knowledge and thoughts of the readers. The journal would serve as a channel for knowledge sharing among academicians and practicing managers about contemporary management issues.

We hope that the readers will thoroughly benefit from the papers/contents compiled in the journal and give their valuable feedback to upgrade the quality of our forthcoming journal issues.

We are grateful and thank all the authors who have contributed their well-researched articles, book review and others. We appreciate the editorial team for their support in publishing this issue. We will work to further our team’s efforts in positioning the AMA as a leading management research journal that is scientifically rigorous and academically relevant and useful to academicians and practitioners

My Gratitude to the Hon’ble Founder President Dr Ashok K Chauhan, Chancellor Dr Aseem K Chauhan and Vice Chancellor Dr P B Sharma for their constant guidance and valuable support.

**Prof. (Dr.) Vikas Madhukar**  
Pro Vice Chancellor  
Editor-in-Chief  
Amity Management Analyst

The views, analysis, discussions expressed in the articles, reviews or interview in this issue of the journal are of those authors’ and not of the editors and publishers.