

# International Management Review

**VOLUME 20**

**Spring Special Issue**

**Dr. Michael Williams, Editor-in-Chief**  
Thomas Edison State University, NJ USA

## Executive Editorial Board

<p><b>Dr. Max North</b> Management Information Systems Coles College of Business Kennesaw State University, GA USA</p> <p><b>Dr. Monica Nandan</b> WellStar College of Health and Human Services Kennesaw State University, USA</p>	<p><b>Dr. Ahmad Khan</b> School of Business &amp; Technology Capella University, MN, USA</p> <p><b>Dr. Muhammad, A Obeidat &amp; Dr. Radwan Ali</b> Management and Entrepreneurship Coles College of Business Kennesaw State University, GA, USA</p>	<p><b>Dr. Cliff Butler</b> University of the Cumberland, KY Thomas Edison State University, NJ, USA</p> <p><b>Managing Editor</b> <b>Dr. Linda Sun</b> Kennesaw State University, GA, USA</p>
---	--	---

## Editorial Review Board Advisors

<p><b>Dr. David J. Reibstein</b> Professor of Marketing The Wharton School University of Pennsylvania, USA</p>	<p><b>Dr. Stephen J. Havlovic</b> Professor and VP of Academic Affairs. Alfred State College, Alfred, NY, USA</p>	<p><b>Dr. Wayne Marr</b> Dean, University of Alaska at Fairbanks, USA</p>
<p><b>Dr. Javed Ashraf</b> Dean, University of St. Thomas, USA</p>	<p><b>Dr. Venkat Reddy</b> Interim Dean, University of Colorado at Colorado Springs, USA</p>	<p><b>Dr. Willie E. Hopkins</b> Dean College of Business California State University – Chico, USA</p>

## Editorial Review Board

<p><b>Dr. Adil Hakeem Khan</b> Aarav Educational &amp; Employment Research Organization Affiliated by Guru GobindSingh Indraprastha University Dwarka, New Delhi, India</p>	<p><b>Professor Anuj Kumar</b> Apeejay School of Management Dwarka, New Delhi, India</p> <p><b>Dr. Hani Abu-Salem</b> DePaul University, USA</p>	<p><b>Dr. James Morgan</b> School of Business &amp; Technology Capella University, MN, USA</p>
<p><b>Dr. Ian Gladding</b> Professor of International Business Lewis University, IL, USA</p>	<p><b>Dr. Jennifer Leonard</b> Professor of Management California State University-Stanislaus, California, USA</p>	<p><b>Dr. Brent Kinghorn</b> College of Business Administration Texas A&amp;M University-Kingsville Kingsville, TX, USA</p>
<p><b>Dr. Yakubu Umar</b> King Fahd University of Petroleum and Minerals, SA</p>	<p><b>Dr. Sarah M. North</b> Department of Computer Science Kennesaw State University</p>	<p><b>Dr. Musa M. Darayseh</b> Purdue University Calumet, USA</p>

## Editorial Note

The global conference on emerging technologies leading towards sustainable entrepreneurship, economics, tourism, healthcare, media, education supporting green environmental practices and business growth was organized by Confab 360 Degree on 8<sup>th</sup> and 9<sup>th</sup> December'2023. Several universities/colleges have joined Confab 360 Degree as associate partners for the conference. The international colleges/ universities participated were European Global Varsity, Europe; London Churchill College, United Kingdom; European School of Data Science and Technology, Switzerland; Rushford Business School, Switzerland; PT. Leo Jejaring Ilmu, Indonesia.

The Indian colleges/universities participated as associate partner were Guru Nanak Institute of Management, Delhi, India; NSHM Knowledge Campus, Durgapur, West Bengal, India; Indira Institute of Management, Pune, India; AAFT University of Media and Arts, Raipur, India

There were more than 140 papers presented in this conference with a wide coverage of authors from India, Indonesia, USA, UK, Malaysia, Bangladesh, Czech Republic, Vietnam, and other foreign countries. Approximately 400 authors have presented their research papers from various management and engineering domains. The convener of the conference was Dr. Nishu Ayedee. The co-convener (s) of the conference were Dr. Asmat Ara Shaikh, Parle Tilak Vidyalaya Association's Institute of Management, Mumbai, India; Dr. Prabha Kiran, Westminster International University, Tashkent, Uzbekistan; Dr. Farhina Khan, Integral University, Lucknow, India.

In this special issue, the papers revolve around the theme of sustainability. The papers are discussing about sustainable business models towards green environment, sustainability infused transformational leadership, sustainable development for MSMEs, role of human capital for sustainable growth, artificial intelligence, sustainable tourism, green innovation and sustainable factors for SMEs, customer's attitude towards organic products leads to sustainability, eco-awareness among the consumers for sustainable business practices, sustainable factors in higher education, methods leading towards agricultural sustainability. All the selected papers directly and indirectly coincide with the theme of a special issue i.e. sustainability. Sustainable business practices are much needed for society and improving business practices as well. Small medium enterprises are also adapting technologies to improve their methods towards sustainability. Sustainability is an important issue to address. Academicians are talking and writing a lot about issues and practices related to sustainability, but still many businesses are not able to avail all the sustainable methods for improving their business practices. This special issue will also help the policy makers to suggest important ways of sustainable business practices to businesses, academicians, and agriculturists.

**Guest Editor (s)**

Anuj Kumar (Editor-in-Chief), Apeejay School of Management, Dwarka, Delhi, India  
profanuj15@gmail.com, Orcid-Id: 0000-0002-1205-2794

Dr. Devi Manikeswari, School of Business, Bahrain Polytechnic, Bahrain

Dr. Ritu Bhattacharyya, Professor, SASMIRA's Institute of Management Studies and Research, Mumbai, India

**Editorial and Review Board**

Dr. Nishu Ayedee, Founder and CMO, Confab 360 Degree, India

Dr. Alok Satsangi, Director, NSHM Knowledge Campus, Durgapur, West Bengal, India

Dr. Kamlesh M. Kantaria, Associate Vice President, Gujarat Gas Limited, India

Dr. Kanika Gupta, Chief Academic Officer, European Global Varsity, Europe

Dr. Renu Gupta, Professor, Department of Commerce, Sri Guru Gobind Singh College of Commerce, University of Delhi, India

Dr. Ravindra R Kaikini, Professor, Department of Business Administration, Sahyadri College of Engineering and Management, Adyar, Mangalore, Karnataka

Dr. P. Priyadarsini, Professor and Head, Management Studies, Tagore Engineering College, Chennai, India

Dr. Vijayakumar Thota, Associate Professor, NSB Business School, Bangalore University, Bangalore, India

Dr. Sweta Leena Hota, Sr. Assistant Professor, Department of Commerce, School of Social Financial and Human Sciences, KIIT Deemed to be University, India

Dr. Tanaya Patil, Assistant Professor, Sanjivani Group of Institutes, India

Dr. Sunil Saxena, Assistant Professor, IES's Management College and Research Centre, Mumbai, India

Mr. Raghavan, Srinivasan, Visiting Professor and Strategy Consultant

**TABLE OF CONTENTS**

<b>Sustainability-Infused Transformational Leadership: A Catalyst for Organizational Performance at the Nigerian National Petroleum Corporation Limited</b> Adeyemi Muyiwa Atoki, Sewta Dixit and Princess Lovely Atoki.....	5
<b>Navigating Sustainability: A Bibliometric Exploration of Sustainable Business Models, Green Finance, and Environmental Conservation</b> T. Shirmila and G. David Abishek.....	15
<b>Harnessing the Power of Intelligence: A Comprehensive Exploration of Artificial Intelligence Applications in Power Plants</b> K. Sireesha and J. Katyayani .....	25
<b>Green Innovation and Sustainable Development of SMEs: The Moderating Role of Government Support</b> Rajani H Pillai, Deeksha S, Roopa Adarsh, Arpita Sastri, T. Shirmila and Animesh Saha .....	38
<b>Sustainable Development of MSMEs through a Well-Structured Tax Plan - Special reference to Goods and Service Tax</b> Jayanthi G. and V. Selvam .....	49
<b>Tourism As a Growth Engine for Indian Economy</b> Panchanan Barman, Ayekpam Ibemcha Chanu and Joyjit Sanyal.....	59
<b>Exploring the Factors Impacting Software Export Strategies: Evidence from Indian Software Companies</b> Pradeep Kumar, Syed Shahid Mazhar and Farhina Sardar Khan .....	70
<b>Consumers' Attitudes Towards Organic Food Products – A Study with Reference to South Mumbai</b> Sunita Popat Gaikwad .....	95
<b>Beauty with a Conscience: Can Technology Bridge the Gap Between Eco-Awareness and Sustainable Online Choices?</b> Pranita Srivastava and Mohit Maurya.....	102
<b>Environmental, Social and Governance (ESG) Factors in Mutual Fund Performance and Investor Preferences</b> Samuel Lalthanliana, Bhartendu Singh, H. Lalzuithangi and Lalringheta.....	116
<b>Artificial Intelligence Technologies Usage Decides the Success or Failure of Garment Industry Ecosystem</b> Kuldeep Bhalariao, Aruna Dev Rroy and Rahul More.....	127
<b>Rewards as a Sustainable Factor of Intrapreneurial Academicians in Higher Educational Institutions</b> Rajani Mariam K Korah and Subhasree .....	137