

EDITOR'S NOTE

Welcome to the New Issue of Indo-Asian Journal of Information Research and Technology. The Issue features Papers that probe into different aspects of management dynamics. These Papers provide valuable insights into important dimensions of today's business scenario, with a primary focus of supply chain and logistics management.

The Paper by Akshat Chouhan presents a case study on Blinkit, an entrepreneurial venture that is focussed on supply chain resilience. Adopting a qualitative case study approach, the study focuses on integration of digital platforms and the importance of the same. The study looks at how the company has addressed issues such as demand forecasting and logistics network planning with a vendor ecosystem using its own cloud-based platform. The study contributes to a deeper understanding of supply chain strategies that can redefine startup ecosystems.

The work of Himanshu Maithani has its focus on the operational and strategic risk factors that may affect supply chain performance in the context of quick commerce that has reshaped logistics distribution strategies in the retail landscape. The Author has adopted the quantitative methodological approach of structural equation modelling with partial least square. Risk management practices were found to significantly moderate the relationship between operational risk and supply chain performance for quick commerce platforms.

The subject of influencer marketing is assuming importance in the times of social media proliferation and its impact on business operations. The study carried out by Devendra Tadvav looks into this vital aspect and probes how influencer marketing impacts demand forecasting, inventory management, and communication agility across operational networks. This empirical study results where the respondents are active on social media indicate a significant positive influence of influencer marketing on supply chain performance. The results bring into limelight the critical aspect of social media activism on supply chain dynamics and responsiveness.

Blockchain technology, with its trust-less digital ledger technology, has emerged as a key player in national and international logistics. Rashida Salmani's Paper has its focus on the adoption of IOT-enabled blockchain technology and behavioural adoption for ensuring secure and traceable food delivery systems utilizing data from 114 Italian wine producers. The results of the study, grounded in the extended UTAUT model, indicate that perceived usefulness (performance expectancy) and stakeholder trust are the principal drivers of blockchain adoption among agri-food producers. The work signifies the importance of the integration of emerging technological platforms in the business landscape.

The question how supermarket operations are being impacted by supply chain integration and competitive advantage is addressed by Parul Yadav. The study focuses on the supermarket industry of National Capital Region, India. In the dynamic retail landscape, the work probes how supply chain integration and competitive advantage collectively influence supermarket operational performance with respondents comprising of 42 supermarket managers and production division heads adopting partial least square methodology. Study results indicate that internal and external integration enhance responsiveness, quality, and efficiency. The study has critical implications in an emerging economy context in this domain.

Looking forward to such lightening submissions in the subsequent issues of the Journal.

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