

Contents

PERSPECTIVES

[Are We Creating Outcomes Similar to Power Sector by Proliferating Metro Rail Across Cities in India?](#) 7

Kumar V. Pratap

Metro rails mitigate pollution and congestion problems in crowded Indian cities and are therefore a priority of the Government. However, they are also very expensive to build and operate, making their operations loss-making. With the increasing proliferation of metro rails and their continuous losses, there would be a need for repeated bailout packages for the metro rail sector in India, similar to the power sector case. A number of measures can be taken to mitigate this outcome, as apparent from the example of Hong Kong Metro.

RESEARCH

[Infection Testing at Scale: An Examination of Pooled Testing Diagnostics](#) 13

Tarun Jain and Bijendra Nath Jain

In pandemics or epidemics, public health authorities need to rapidly test a large number of individuals without adequate testing kits. We propose a testing protocol to accelerate infection diagnostics by combining multiple samples, and in case of positive results, re-test individual samples. The key insight is that a negative result in the first stage implies negative infection for all individuals. We show that this protocol reduces the required number of testing kits, especially when the infection rate is low. However, the protocol has costs in additional time for returning test results, as well as an increased number of false negatives.

[COVID-19 Impact on Buying Behaviour](#) 27

Meghna Verma and B. R. Naveen

Pandemics like COVID-19 result in a disruption in the lifestyle and buying pattern of a consumer and also adversely impact the global economy. This study focuses on understanding the factors that influence consumers' buying behaviour and models them to understand the causal relationship using partial least square- structural equation modelling. An online survey was carried out between 30th March 2020 and 18th April 2020. Findings of the study indicate that economic nationalism, lockdown sentiments and sustainable approach, and product-specific ethnocentric behaviour tendency significantly influence the willingness to buy country brands and products.

MANAGEMENT CASE

[Social Transformation of Indian Tribal Community: Unlocking the Potential by providing Access to Healthcare](#) 41

Ravichandran Narasimhan and Malay Patel

The case documents the evolution of an eye care hospital promoted by not-for profit organization located in Mandvi, District-Surat, close to the tribal community of Gujarat state, India. The managerial challenge before the board of trustees is to carefully balance (a) The purpose for which the trust was created, (b) the gap between the ground realities and the need in the relevant tribal community (c) the accomplishments of the eye hospital so far.

CASE DIAGNOSES

Social Transformation of Indian Tribal Community: Unlocking the Potential by providing Access to Healthcare 51
Kshitij Awasthi

BOOK REVIEW

International Trade and Investment Behaviour of Firms 54
Ramya T. Venkateswaran

Visit <http://journals.sagepub.com/home/vik>
Free access to Tables of Contents and Abstracts.