

Volume 29 Number 2  
April 2025

# VISION

The Journal of Business Perspective

## RESEARCH ARTICLES

**Using the Technology Acceptance Model (TAM) in Understanding Customers' Behavioural Intention to Use E-CRM: Evidence from the Banking Industry**

*Anupreet Kaur Mokha and Pushpender Kumar*

**Societal Digital Platforms: Architecture and Design**

*Prashant Kumar Choudhary, Anjali Kaushik and Sangeeta Shah Bharadwaj*

**Factors Affecting Digital Visibility of Small and Medium Enterprises in India**

*Mudita Sinha and Leena Fukey*

**Role of Family Management in R&D Investments: Indian Evidence**

*Gagandeep Singh and Amanpreet Kaur*

**Information Management Capacity and Supply Chain Performance: Mediating Effects of Supply Chain Practices, Competencies and Concerns**

*Subburaj Alagarsamy, Sangeeta Mehrotra, Lakshmi Shankar Iyer and Vijay Mallikraj Solaikutty*

**Barriers Prioritization of the Indian Steel Industry Supply Chain: Applying AHP and Fuzzy AHP Method**

*Rupesh Kumar, Saurabh Tiwari and Surendra Kansara*

**Market Reaction to Dividend Announcements During Pandemic: An Event Study**

*Nisha Prakash and Yogesh L*

**Does Firms' Working Capital Efficiency Matter in Dividend Payout: Empirical Evidence from India**

*Prince Bhatia, Narayanasamy Sivasankaran, Aditya Banerjee and Subir Chattopadhyay*

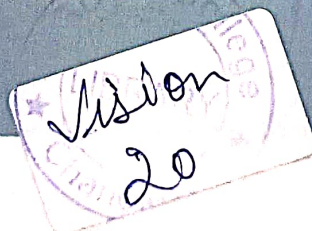
**Variation of Political Skill Dimensions Across Different Industries**

*Shivani Tiwari, Vikas Jain and Shajfiullah Anis*

## REVIEW ARTICLE

**Examining the Domain of Green Finance Through Bibliometric Research Analysis of 22 Years (2000–2022): An Analytical Retrospective**

*Dippi Verma, Rameesha Kalra and Santosh Satyanarayan Baheti*



find this journal online  
at <http://journals.sagepub.com/home/vls>  
ISSN 0972-2629



## Contents

### Research Articles

- Using the Technology Acceptance Model (TAM) in Understanding Customers' Behavioural Intention to Use E-CRM: Evidence from the Banking Industry 139  
*Anupreet Kaur Mokha and Pushpender Kumar*
- Societal Digital Platforms: Architecture and Design 151  
*Prashant Kumar Choudhary, Anjali Kaushik and Sangeeta Shah Bharadwaj*
- Factors Affecting Digital Visibility of Small and Medium Enterprises in India 166  
*Mudita Sinha and Leena Fukey*
- Role of Family Management in R&D Investments: Indian Evidence 177  
*Gagandeep Singh and Amanpreet Kaur*
- Information Management Capacity and Supply Chain Performance: Mediating Effects of Supply Chain Practices, Competencies and Concerns 186  
*Subburaj Alagarsamy, Sangeeta Mehroliya, Lakshmi Shankar Iyer and Vijay Mallikraj Solaikutty*
- Barriers Prioritization of the Indian Steel Industry Supply Chain: Applying AHP and Fuzzy AHP Method 200  
*Rupesh Kumar, Saurabh Tiwari and Surendra Kansara*
- Market Reaction to Dividend Announcements During Pandemic: An Event Study 209  
*Nisha Prakash and Yogesh L*
- Does Firms' Working Capital Efficiency Matter in Dividend Payout: Empirical Evidence from India 218  
*Prince Bhatia, Narayanasamy Sivasankaran, Aditya Banerjee and Subir Chattopadhyay*
- Variation of Political Skill Dimensions Across Different Industries 232  
*Shivani Tiwari, Vikas Jain and Shafiullah Anis*
- ### Review Article
- Examining the Domain of Green Finance Through Bibliometric Research Analysis of 22 Years (2000–2022): An Analytical Retrospective 244  
*Dippi Verma, Rameesha Kalra and Santosh Satyanarayan Baheti*