



SCHOLARLY PUBLICATIONS School of Economics & Commerce KIIT Deemed to be University

Journal Name: Management of Environmental Quality

IF: 4.1

Title: What provokes consumers to purchase organic food? Examining the moderated-mediation role of relative consumption, perceived awareness and source of interest

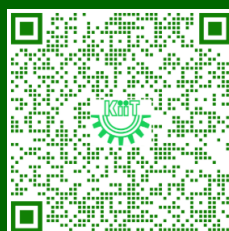
Author: Dash S.; Priyadarshini S.; Dulla N.; Swain S.C.

Details: 12 June 2025, Article

Abstract: Purpose: This study is grounded within the investigation on understanding how perceived health concern (PHC) and perceived environmental concern (PEC) of consumers lead to switching their consumption preference from conventional to organic food consumption (OFC), considering the mediating impact of purchasing intention (PI). Further, the moderating roles of perceived awareness (PA), anticipated pride (AP), moral obligation (MO) and relative consumption (RC) are assessed in the proposed framework. Design/methodology/approach: The proposed conceptual framework is tested through a mediation and moderated-mediation analysis (SmartPLS 4.1) of data collected from 420 consumers from five major representative districts of Odisha, namely Khordha, Gajapati, Sambalpur, Balasore and Anugul within the time frame of January to March 2024. Findings: The research findings indicate that in the presence of PI as a mediator the relationship between PHC with OFC ($\beta = 0.459$) and PEC with OFC ($\beta = 0.151$) is stronger in comparison to the direct relationship between them. Further, results are also consistent with the moderated mediation model as all the moderators are significantly related to the mediating path. Practical implications: The empirical insights of the study can substantiate key contributions for policymakers, suggesting that health-centered initiatives, improved food labeling standards and greater social visibility of organic products can effectively boost OFC among consumers. Originality/value: The novelty of the study lies in laying the foundation for introducing the construct RC as a moderated mediator in the proposed model for gaining empirical insights along with emphasizing the significance of the collective impact of proposed moderators and mediators on OFC.



URL: <https://www.emerald.com/insight/content/doi/10.1108/meq-06-2024-0256/full/html>





SCHOLARLY PUBLICATIONS

School of Economics and Commerce

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Journal Name: Journal of the Knowledge Economy

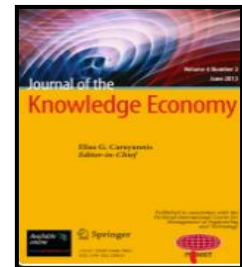
IF: 4.0

Title: Is Public Debt Sustainable in Indian States? An Empirical Insight

Author: Bal D.P.; Sucharita S.; Sethi N.; Mohanty S.

Details: Volume 16, July, 2025

Abstract: This paper measures the public debt sustainability of twenty-eight Indian states during 2012–2013 and 2020–2021, including the first year of the COVID-19 pandemic. The study uses Domar's stability test and panel vector autoregressive (PVAR) model in a generalized method of moments (GMM) approach by segregating the Indian states into three regions. The Domar's stability conditions find that there is no violation throughout all the regions of India. The major findings from the PVAR result show that the response of public debt to the gross state-domestic production ratio and the gross primary deficit is negative due to the positive shock of the level of economic growth for the southeastern region. On the other hand, we observed a positive response to public debt for the northwest and northeast regions due to the shock of economic growth. Our findings suggest that while the public debt is sustainable in the southeast region, it is unsustainable in the northwest and northeast regions. The findings emphasize various steps and initiatives of state governments toward fiscal discipline for public sustainability in the long run.



URL: <https://link.springer.com/article/10.1007/s13132-024-02221-3>

