INDEX

Adidas, 155-156 Aditya Birla Fashion and Retail Limited (ABFRL), 152 Age and impact on WLB and WB, 103-105 Agriculture, 175 American Marketing Association (AMA), 43 Artificial intelligence (AI), 173 Arvind Limited, 151-152 Average variance extracted values (AVE values), 28 Bangladesh Rural Advancement Committee (BRAC), 172 Bank sustainability performance, 137-139, 141 EGB and. 142 Banking processes, 137 Banks, 184-185, 187 Behaviours. 3 Better Cotton Initiative (BCI), 152 Blockchain, 60, 173 Bootstrapping process, 30 Brand reputation, sustainability communication and, 6–7 Businesses, 2 enterprises, 204 California Consumer Privacy Act (CCPA), 114 Carbon neutrality pledges, 196

abnormal returns of companies announcing carbon neutrality and emissions reductions, 203 average abnormal returns of companies announcing carbon neutrality and emissions' reductions, 203

cumulative average abnormal returns of companies announcing carbon neutrality and emissions' reductions, 204 indices used for extracting list of companies, 201 literature review, 198-200 research methodology, 200–202 results, 202-204 Carbon pollution reduction scheme (CPRS), 199 'Care Tag for Our Planet' initiative, 155 Central banks, 61 Central Monitoring System, 116 Children's Online Privacy Protection Act (COPPA), 123 Circular economy strategies, 85 Climate change governance, 197 Collectivism. 94 Common sustainable marketing practices by textile industry, 156-157 Communication sector, 176 Comparative analysis, 64 Comprehensive Privacy Law, 121 Confirmatory factor analysis (CFA), 8,28 Connectivity sector, 176 Consumer loyalty, 3 sustainability communication and, 4 - 5Consumer preferences, 82 and behaviour towards sustainable products and packaging, 83-84 Content analysis, 121, 186, 189 Corporate Social Responsibility (CSR), 184–185, 199

Correlation analysis, 102 Creativity, 169 Critical discourse analysis, 121 Criticisms of Servgual model, 50-52 Cross-sectional survey approach, 7 Cumulative average abnormal returns (CAAR), 202 Data analysis methods, 32, 121 Data collection methods, 87 Data Protection Authority, 128 Data Protection Bill, The (2019), 112-113, 114-115, 120, 126 analysis of effectiveness of bill in protecting privacy and limiting surveillance practices, 122-123 comparison of bill to other privacy laws and international standards, 123-124 in comparison to privacy laws and international standards, 116-119 and key provisions related to surveillance and privacy, 121 - 122overview of. 121 potential gaps or weaknesses in bill and implications, 125-126 in protecting privacy and limiting surveillance practices, 127 - 128Data protection in India, 119-120 Data sources, 120 Demographic factors, 99 Descriptive analysis, 101-102 Digital economy analysis, 126 analysis of Data protection Bill 2019 in comparison to privacy laws and international standards. 116-119

analysis of strengths and limitations of Data Protection Bill 2019 in protecting privacy and limiting surveillance practices, 127-128 concept of privacy and importance in. 113-114 data analysis methods, 121 Data Protection Bill 2019, 120–126 data sources and sample selection, 120 implications for policy and practice, 128interpretation of results and findings, 126 literature review, 113 methodology, 120 need for surveillance in digital economy, 119 privacy and data protection in India. 119–120 research design and methods, 120 review of relevant literature on surveillance and privacy in India, 114-116 significance of results for issue of surveillance and privacy in India's digital economy, 126-127 surveillance in India, 120 Digital platforms, 173 Digital technologies, 128 Doctors, 98 Eco-labelling, 83

Economic determinants, 86 of sustainable practices adoption, 82–83 Economic growth, 150, 153 Economic sustainability, 148 Economy, impact of sustainable marketing practices on, 159–160 Education, 175–176 Effective sustainability communication, 11 Empirical review, 99 Employability, 20-21, 33 Employee green behaviour (EGB), 135, 139–141 bank sustainability performance, 137-139 and bank sustainable performance, 142 findings, 142 GBP, 136-137 green banking practices and bank sustainability performance, 141 sustainable banking performance, 135 - 136Energy, 175 Entrepreneurial interventions help to address grand challenges through frugal innovation, 179-180 Entrepreneurs, 169 Entrepreneurship, 168 Environment, impact of sustainable marketing practices on, 158 - 159Environmental, social, and governance (ESG), 135, 184, 198 data and methodology, 64-73 Fintech companies and services regarding ESG issues, 59 global Fintech index in global rank and region rank, 65 goals, 56 GSCI, 67 indicators for countries with best performance, 73 largest ESG rating agencies, 63 literature review, 57-64 markets ranked by financial inclusion scores, 73 performance of green growth index. 69

ranking quality and depth of green finance, 72 risks, 61 scores on indicators of green economic opportunities, 70 - 71sustainable competitiveness index in Central and Eastern European Countries, 68 taxonomy of Green Fintech, 62 Environmental commitment, 199 Environmental determinants, 86 of sustainable practices adoption, 82 - 83Environmental finance, 136 Environmental sustainability, 148 Environmentally friendly initiatives, 139 Environmentally friendly measures, 137 Eudaimonic approach, 98 Event study method, 197, 200 Expectations, 51 Expected quality, 46 Extracted average variance (AVE), 8 Facial recognition technology, 115

FarmERP, 172 Fast-moving consumer goods industry (FMCG industry), 80 challenges and barriers to sustainable practices adoption, 84-85 consumer preferences and behaviour towards sustainable products and packaging, 83-84 consumers' preferences for adoption of sustainable consumption, 89 data analysis techniques, 87 demographic profile of respondents, 87 determinants of sustainable consumption and production adoption, 88

economic, social and environmental determinants of sustainable practices adoption, 82-83 firms, 90 industry, 80 literature review, 81 methodology, 86 opportunities for promoting sustainable consumption and production in Karachi, 85-86 reliability tests, 86 research design and approach, 86 results, 87 sampling strategy and data collection methods, 87 sector, 81 sustainable consumption and production in, 81-82 validity tests, 86 Financial companies, 188, 191–192 Financial inclusion, 57, 64 Financial services, 176 Financial technology (Fintech), 56-60 Fintech platforms, 56 Fiscal policy, 60 Footprint Chronicles, The, 154 Frugal innovation, 168 in developing countries, 177 entrepreneurial interventions help to address grand challenges through, 179-180 outcomes of. 177-179 patterns of, 174-176 process, 169-170 sustainable development and, 170 - 174Functional quality, 45-46 Gender and impact on WLB and WB, 103 General Data Protection Regulation (GDPR), 114, 117 Global data protection models, 123

Global digital economy, 112 Global Financial Inclusion Index (GFII), 71 Global FinTech Index (GFI), 65 Global Green Finance Index (GGFI), 57,66 Global Organic Textile Standard (GOTS), 152 Global reporting initiative (GRI), 186 Global Sustainable Competitiveness Index (GSCI), 65 Government surveillance, 114–116 Green advertising, 83 Green banking, 135–136 initiatives, 136, 142 Green Banking Practices (GBP), 136-137, 141 Green central banking, 60 Green finance (GF), 60, 64, 66, 71, 135 Green fintech solutions. 61 Green Growth Index, The, 66 Green innovation, 66 Green jobs, 66 Green Product Label, 151 Green trade, 66 Greenwashing, 6 Gross Domestic Product (GDP), 47

H&M, 155 Health Insurance Portability and Accountability Act (HIPAA), 123 Healthcare, 174 Hedonic approach, 98 Hierarchical regression analysis, 102–103 Higher Education Institutions (HEIs), 18, 22 Higher perceived organisational prestige, 33 HTMT ratio, 29

Income Level (IL), 105 and impact on WLB and WB, 105–108 Indexes, 57, 62 India, 196 privacy and data protection in, 119 - 120significance of results for issue of surveillance and privacy in, 126 - 127surveillance in. 120 Indian Textile Companies, sustainable marketing practices by, 151 **ABFRL**, 152 Arvind Limited, 151–152 KPR Mill Limited, 153 Reliance Industry Limited, 151 Welspun India, 152–153 Individualism, 94 Innovation compensation theory, 197 Innovations, 169, 171 (see also Frugal innovation) Innovators, 169 Institutes, 23, 25-26 International Organisation for Standardisation (ISO), 186 International standards analysis of data protection Bill 2019 in comparison to, 116-119 comparison of bill to other privacy laws and, 123-124 International textile companies Adidas. 155-156 Eileen Fisher, 156 H&M, 155 Levi Strauss & Company, 154-155 Patagonia, 154 sustainable marketing practices by, 154 Internet Freedom Foundation, 114 Internet of Things (IoT), 60, 173 Investments, 184–185 Jugaad innovation (see Frugal innovation)

KPR Mill Limited, 153

Labour Process Theory (LPT), 97 Levi Strauss & Company, 154–155 Life Cycle Assessment (LCA), 154 Life Stages/Individual Self-Concept, 97 Light-emitting Diode (LED), 157

M-KOPA. 172 Marital status and impact on WLB and WB, 103, 107 Marketing approaches, 83 Measurement model analysis & interpretation, 28-30 assessment of, 8-9 construct reliability and convergent validity, 29 factor loadings of constructs, 29 HTMT ratio. 30 Median score, 189 Moderator analysis, 103 age and impact on WLB and WB, 103-105 covariance analysis, 107 gender and impact on WLB and WB, 103 income level and impact on WLB and WB, 105-108 marital status and impact on WLB and WB, 103 results of independent samples test, 106 Modern portfolio theory (MPT), 188 Money, 95

National Intelligence Grid, 116 National Stock Exchange (NSE), 188 NBFCs, 184, 187, 190–191 Net interest margin (NIM), 185 Banks CSR Scores, 190 data and methodology, 188–192 literature review, 185–188 NBFC CSR Scores, 190 nine portfolio returns, 191 portfolios of Banks and NBFCs, 191 Network Traffic Analysis (NETRA), 116 Non-bank financial institutions, 60 Non-governmental organisations (NGOs), 85, 170

Organisational Behavioural (OB), 140

Partial least squares structural equation modelling method (PLS-SEM method), 28 descriptive analysis, 28 limitations. 34 literature review, 19 managerial implications, 32-33 measurement model analysis & interpretation, 28-30 perceived employability, 20-21 **POP. 22** research methodology, 27-28 results. 28 societal implications, 33–34 structural model analysis & interpretation. 30–31 student satisfaction, 19-20 sustainable university institutes, 22 - 27university commitment, 21–22 Patagonia, 154 Patagonia's Common Threads Initiative, 154 Perceived employability, 20-21 Perceived organisational prestige (POP), 22 Perceived organizational prestige, 25 - 26Perceived quality, 46-47 Perceived service quality, 46 Personal attributes, 23 Personality, 99 Portfolio composition strategies, 188 Potential gaps or weaknesses in bill and implications, 125-126 Privacv analysis of data protection Bill 2019 in comparison to, 116-119

analysis of effectiveness of bill in protecting, 122-123 analysis of strengths and limitations of Data Protection Bill 2019 in protecting, 127-128 comparison of bill to other privacy laws and international standards, 123-124 in India, 119-120 overview of concept of privacy and importance in digital economy, 113-114 overview of Data Protection Bill 2019 and key provisions related to, 121-122 review of relevant literature on. 114-116 significance of results for issue of surveillance and, 126–127

Quality education, 18, 23 Quality service delivery, 47 Quantitative research design, 7 Quartile values, 190

Regression analysis, 102 covariance analysis of gender, 106 hierarchical, 102–103 moderator analysis, 103–108 results of independent samples test, 104 simple linear regression, 102 Reliability tests, 86 Reliance Industry Limited, 151 Renew, 156 Research design and methods, 86, 120 Right to explanation, 117 Right to privacy, 112 Risk diversification, 188

Sample selection, 120 Sampling strategy, 87 Satisfaction, 19, 26 level of students, 20 of students, 22 Index

Secondary data sources, 120 Service businesses, 45 Service quality, 42, 49 concepts related to, 45-47 definition of, 43-45 difficulties encountered in measuring, 48 measurability of, 47-48 Service sector, 44 Servgual dimensions, 51 Servgual scale concepts related to service quality, 45 - 47criticisms of Servgual model, 50-52 definition of service quality, 43-45 difficulties encountered in measuring service quality, 48 measurability of service quality, 47 - 48reasons for preferring use of Servgual scale and criticisms of scale, 49 theoretical background, 45 Simple linear regression, 102 Social determinants, 86 Social determinants of sustainable practices adoption, 82-83 Social responsibility, 3, 11 Social sustainability, 148 Socially responsible investing (SRI), 186 Society, impact of sustainable marketing practices on, 159 Spillover theory, 97 Sri Lanka correlation analysis, 102 descriptive analysis, 101-102 implications, 108 methodology, 101 regression analysis, 102-108 results. 101 WLB, 96-100 Stocks, 189 Stressor, 98

Structural model analysis & interpretation, 30-31 assessment of, 9-10 hypothesis testing results, 31 model fitness results. 30 R square results, 30 Student satisfaction, 19-20, 25-26, 33 feedback. 34 Super's Theory, 97 Supreme Court of India, 116 Surveillance analysis of effectiveness of bill in protecting privacy and limiting, 122-123 analysis of strengths and limitations of Data Protection Bill 2019 in protecting privacy and limiting, 127-128 in digital economy, 119 in India. 120 overview of Data Protection Bill 2019 and key provisions related to, 121-122 review of relevant literature on, 114-116 significance of results for issue of, 126 - 127Sustainability, 2, 18, 196, 202 Sustainability communication, 3, 11, 149 assessment of measurement model, 8_9 assessment of structural model, 9-10 and brand reputation, 6-7 and consumer loyalty, 4-5 data analysis, 7-8 data collection, 7 design, 7 instrument, 7 limitation and future direction, 13 methodology, 7 practical implication, 12 review of literature, 4 role of, 5-6 sample, 7 theoretical implication, 12

Sustainability performance of banks (SPB), 135 Sustainable banking performance, 135 - 136Sustainable consumption opportunities for promoting sustainable consumption in FMCG industry in Karachi, 85-86 and production in FMCG industry, 81-82 Sustainable development (SD), 22.134 and frugal innovation, 170-174 Sustainable development goals (SDGs), 60, 150, 170 challenges in implementing sustainable marketing practices, 157-158 common sustainable marketing practices by textile industry, 156-157 findings, 161-162 need of study, 150 objectives, 149 practical implications, 162 research methodology, 150-151 research questions, 150 SDG 5, 161 SDG 6, 161 SDG 8, 160-161 SDG 12, 161 SDG 13, 161 SDG 14. 161 sustainable marketing practices by textile companies, 151 - 156impact of sustainable marketing practices on environment, society, and economy, 158 - 160textile industry contributions to SDGs success, 160–161 Sustainable finance, 60

Sustainable marketing practices, 148-149 challenges in implementing, 157 - 158on economy, 159-160 on environment, 158-159 impact, 158 by Indian Textile Companies, 151-153 by international textile companies, 154-156 on society, 159 by textile companies, 151 Sustainable materials, 158 Sustainable performance management, 137 Sustainable practices adoption challenges and barriers to, 84-85 economic, social and environmental determinants of, 82-83 Sustainable production in FMCG industry in Karachi, opportunities for promoting, 85-86 Sustainable products and packaging, consumer preferences and behaviour towards, 83-84 Sustainable university institutes, 22–27, 33 System orientation, 51 Technical quality, 45 Textile companies, Sustainable marketing practices by, 151-156 Textile industry, 150 contributions to SDGs success, 160-161 Theory of Planned Behaviour (TPB), 140Transportation sector, 176 Trust, 5-6 Two-step hierarchical regression analysis, 105

UAE Green Agenda (2030), 138 United Arab Emirates (UAE), 137 University commitment, 21–23

Validity tests, 86

'Waste No More' campaign, 156
Water and sanitation sector, 176
Well-being (WB), 95, 98

age and impact on, 103–105
definitions of, 98
demographic factors, 99
dimensions of, 98
empirical review, 99–100
gender and impact on, 103
income level and impact on, 105–108

marital status and impact on, 103 personality, 99 Welspun India, 152–153 Work-Life Balance (WLB), 96 age and impact on, 103-105 gender and impact on, 103 income level and impact on, 105 - 108LPT. 97 marital status and impact on, 103 spillover theory, 97 Super's Theory, 97 theories of. 97 WB. 98-100 World Health Organization (WHO), 98 Worn Wear program, 154