

## **Contents**

### **Original Articles**

Sustainability as a Strategic Innovation and Its Effect on Modern Investor Attitudes <i>Mohammad Zulqar Nain, Mohammed Ali, Mehfooz Zaki and Fahad</i>	107
A Study on Data-driven Marketing: The Impact of Real-time Website Traffic Analytics on the Decision-making Process with Reference to eBay Using SEMRUSH Tool <i>Nitishree S., Surjadeep Dutta, Taurus Sahu, Suyash Das, Raj Singh and Hitesh Vishnoi</i>	126
17 CEOs in 20 Years: How (and How Much) Does CEO Turnover Impact Firm Performance? <i>Filip Lestan and Sajal Kabiraj</i>	143
Augmenting Financial Inclusion in the Agri-food and Land-use Value Chain for Sustainable Rural Development <i>Naveen Kumar R, Janani M and A. John William</i>	163
Section 263 of the Income Tax Act and Tax Collection Contractions: A Trade Off <i>Rajat Deb</i>	178
Navigating the Indian Retail Food Chain Landscape: Investment Dynamics and Market Challenges <i>Hridayama Dev Varma and S Senthil Kumar</i>	192
From Fuel to Electric: HR Strategies for Managing Change in India's Automotive Sector <i>Sudarshan S. and Priya Xavier</i>	217
Exploring the Advertising Value Perception and Its Antecedents: A Study on Video Advertising on Social Networking Sites <i>Shikha Karamchandani and Mitesh Jayswal</i>	228