

## Contents

### Articles

- Embracing Digital Disruption: Using Design Thinking for Digital Transformation of Healthcare Services 7  
*Gaurav Talwar and Sabyasachi Sinha*
- Unveiling the Pathway to Green Entrepreneurial Intentions: The Role of Entrepreneurship Education and Environmental Values 22  
*Khan Mohd Maaz and Parvaiz Talib*
- Is There a Difference in Supply Chain Management Practices, Competitive Advantage, Organizational Performance, and Supply Chain Agility Between Listed and Unlisted Pharmaceutical Companies? 45  
*Amol Adkonkar, Anand Sharma and Pooja Arora*
- Impact of E-commerce on Online Purchase Intentions Among Banking Professionals: Mediating Role of Personal Factors 66  
*Shams Mukhtar, Annavarapu Chandra Mohan and Deepti Chandra*
- Can Firm–Farm Associations Solve the Crisis in Indian Agriculture? Observations from North India 86  
*Saroj Verma*