Contents

Articles

Marketing Insights from Quan He: Navigating Vietnamese Business Practices for Foreign Investors in an Emerging Market Huan Henry Pham and Ngoc Cindy Pham	107
From Impulse to Intention: Examining Sustainable Online Purchases in the Age of Programmatic Advertising Hera Zaidi, Anusha Suhail and Asif Ali Syed	124
The Role of Bank Lending in Driving Economic Growth: Evidence from Sri Lanka Ravinthirakumaran Navaratnam and Sasikala Weerasinghe	143
Social Networks in Migration Aijaz Ahmad Turrey	166
Review Essay	
Governing Responsible Innovation: A Systematic Review Using TCCM Framework Ashwaria Mahajan and Sunil Kumar	187
Perspectives	
Luxury Goods Market in India: A Brief Analysis of its Trends and Patterns Kanupriya	208
Book Review	
Jyoti Sankar Das and Arun Mittal, The Luxe Dip: A Glimpse into the Basics of Luxury Sachin Jain	220