Contents

Editorial

Rethinking Institutions, Markets, and Behaviors in a Complex World Neelam Rani	143
Original Articles	
Exploring Consumer Intentions towards Cloud Kitchen in India: A Mediation Model Framework Saurabh Verma, Sunil Kumar Yadav and Swarmista Paul	146
A Grounded Theory of Peer Mechanism in a Self-help Group Nishi Malhotra	171
A Study on the Influence of Foodporn Imagery in Social Media Marketing and Consumer Behavior Sunita Boro and Saurabh Kumar Dixit	198
Indo-Mauritian Investment Trends Post-amendment of the Double Taxation Avoidance Agreement (DTAA) Satabdee Banerjee and Verena Tandrayen-Ragoobur	213
A More Durable Relationship—The Case of Canadian Funding of Indian Infrastructure Kumar V Pratap	234
Book Review	
Vinayshil Gautam, You Are Not Alone (Organization Management: Selected Essays), Rohit Dwivedi	243