

Review of: "Mediating Role of Outsourcing on The Relationship Between Lean Manufacturing Practices and Profitability"

Dr.MITHUN Nandy¹

¹ Vidyasagar University

Potential competing interests: No potential competing interests to declare.

Additional Suggestions & Recommendations:

The following articles may be relevant to your work/theme. It might provide you the positive impact to strengthen your research work.

Peer-Reviewed Business Journal (Scopus / Web of Science / Australian Business Deans Council (ABDC) / Chartered Association of Business Schools (CABS) Indexed

1) Pal, B. and Nandy, M. (2019), Innovation and business sustainability (IBS): Empirical evidence from Indian pharmaceutical industry (IPI), *Artificial Intelligence for Engineering Design, Analysis and Manufacturing*, 33 (2), 117-128, DOI: <https://doi.org/10.1017/S0890060419000040>

2) Nandy, M. (2020). Is There Any Impact of R&D on Financial Performance? Evidence from Indian Pharmaceutical Companies. *FIIB Business Review*, 9(4), 319-334, DOI: <https://doi.org/10.1177/2319714520981816>

3) Nandy, M. (2022). 'Impact of R&D activities on the financial performance: empirical evidence from Indian pharmaceutical companies', *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 16, No.2, DOI: <https://doi.org/10.1108/IJPHM-08-2020-0067>

4) Nandy, M. (2022). 'Innovative Healthcare Product Design and Financial Returns: Evidence from an Indian Pharmaceutical Company', In Press, *International Journal of Business Innovation and Research*, DOI: <https://doi.org/10.1504/IJBIR.2022.10052343>

5) Nandy, M. & Roy, S.S. (2023). Is There any Impact of Digital Marketing on Marketing Communication?: Evidence From a FMCG Company, 18 (3), pp 320-345, available at: <https://doi.org/10.1504/IJEB.2023.132191>

Book

1) Nandy, M. (2022). 'Relationship between R&D and Financial Performance in Indian Pharmaceutical Industry', Palgrave Macmillan (Springer Nature Singapore Pte Ltd.), First Edition 2022, Hardcover ISBN 978-981-16-6920-0, eBook ISBN 978-981-16-6921-7, DOI: <https://doi.org/10.1007/978-981-16-6921-7>

2) Nandy, M. (2023). 'Strategic Pharmaceutical Marketing Management in Growth Markets', Routledge, an imprint of Informa UK Limited trading as Taylor and Francis Group, First Edition 2023, ISBN 978-10-32321-64-6, available at: <https://www.routledge.com/Strategic-Pharmaceutical-Marketing-Management-in-Growth-Markets/Nandy/p/book/9781032321646>

The following links can also be helpful to determine if the articles are relevant to your work/theme. In Google Scholar Link you can find out the list of articles and in Researchgate link you can be able to download the complete article in PDF Format for your reference and citation.

Google Scholar: <https://scholar.google.co.in/citations?user=YhZdzXcAAAAJ&hl=en>

Researchgate: https://www.researchgate.net/profile/Mithun_Nandy

If you want further clarity on the subject matter and resolve the subject matter you can reach to the undersigned reviewer by email.

E-Mail: mba.mithun@gmail.com

All the very best!!