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HOW RISK AVERSION IMPROVES, AND AMBIGUITY AVERSION WORSENS, ADOPTION OF SUSTAINABILITY PRACTICES



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Prof. Rahul Sahu is an Assistant Professor of Operations Management at the Jindal Global Business School, O.P. Jindal Global University. He completed his PhD (2025) in Operations and Supply Chain Management from the Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, and holds an M.Tech. (2019) from Indian Institute of Technology Delhi. His research lies at the intersection of behavioural operations, sustainable supply chains, and decision-making under uncertainty. His research has been published in international journals and presented at leading conferences, including the Production and Operations Management Society (POMS), the Decision Sciences Institute (DSI), and the International Purchasing and Supply Education and Research Association (IPSEARA). His work has received several recognitions, including being a finalist for the Best Paper Award at the 55th DSI Annual Conference (2024) and the IPSEARA Bursary Award (2023). He was also selected as a fully funded Visiting Research Scholar at the University of Udine, Italy. Prior to joining Jindal Global Business School, he worked at IILM University, Greater Noida, IIT Bombay, and IIT Delhi.

Supply chain risk management focuses on risks - adverse events with known probabilities. Ambiguity-events whose probabilities are unknowable -are an equally important component of uncertainty that is often either overlooked, or worse, conflated with risk, thereby fragmenting literature. Similarly, risk aversion is a widely studied concept whereas ambiguity aversion receives little attention. Drawing on stakeholder theory and using the textile industry sustainability practices as the research context, we develop scales to measure risk aversion and ambiguity aversion of textile suppliers. Using these scales in survey research, we then investigate how risk aversion and ambiguity aversion influence suppliers' sustainability decisions. Our results show that risk aversion improves, and ambiguity aversion worsens, suppliers' sustainability practices. Firm size positively influences suppliers' risk aversion and negatively influences suppliers' ambiguity aversion. We corroborate these findings using a vignette-based experiment. Supply chain intermediaries (SCIs), such as certification agencies, drive the sustainability practices of risk-averse suppliers and impede the sustainability practices of ambiguity-averse suppliers. Individuals exhibit risk aversion and ambiguity aversion not only because of their intrinsic attitudes but also because of stakeholder influences.

MODERATOR: PROF. TEJASWINI SAMAL, LECTURER, JINDAL GLOBAL BUSINESS SCHOOL

📅 THURSDAY, 26 MARCH 2026 **🕒 12:00 PM to 01:00 PM IST**

MEETING LINK: <https://zoom.us/meeting/register/1p05Ku-2SMi5m05Qqv83hg>
PASSWORD: JGU