

Dear Readers,

Business not only generates employment and wealth, it also facilitates economic development. More than this, business provides solution to social problems. Today's greatest challenge is to make development sustainable. Other related problems are unsustainable ecological footprints, widening gap between rich and poor, unmindful use of non renewable resources, pollution and depletion, extinction of flora and fauna at an unprecedented scale and speed. Business has to find answer to these problems. Green Entrepreneurship and Sustainable Development is the answer. Green entrepreneurship has to become a philosophy and a mission. It has to become a way of life. This is the only route to sustainable development.

This volume of AMBER would focus on Green Entrepreneurship and Sustainable Development. Posterity will not excuse us, if this generation does not make development sustainable. Green Entrepreneurship, Green Consumers in India, Green Banking Vis a Vis Ethical Banking, E-Waste Management, Green HR Practices, Decoding Green Productivity and Making Ecopreneurs are the important topics covered in this volume. When this issue reaches you, read and give your feedback.

I thank contributors of this volume and management of ABBS for their unwavering support in regular publication of AMBER. I fail in my duty; if I do not thank my co-editors of this issue- Dr. Jayanthi and Prof. Krishna Kishore S.V in making this issue see the light of the day.

Next issue of AMBER, to be published in October, 2013 would focus on the theme "Cross Cultural Management in Global Business". Incidentally, this is our International Conference theme too. Globalization has come a long way. We can only look back, we cannot go back. With integrated economies, Business Leaders of tomorrow have to learn to manage cross cultural implications, in addition to political, technological and economical factors. Study of Cross Cultural Management not only helps to improve global business but also facilitates to integrate the world. We invite articles for the next issue on sub themes: Culture and HRM, Advertisement and Cultural Insights, Business and Government-Cultural Dimensions, Etiquettes in Business, Product Design and Development- Regional Preferences, Globalization and Cross Culture, CSR and Cross Cultural issues and Culture as a Product in Global Business.

**Dr. H.R. Venkatesha**  
Chief Editor

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