

## **EDITORIAL**

We are indeed pleased to place first issue of our Journal-AMBER (Acharya Management Business and Entrepreneurship Review) in your hands. We hope that AMBER will fill a much needed gap in the Research and Publication space for management scholars and practitioners.

ABBS is adjudged as one of the best emerging B-Schools in India in its category. The success story of ABBS is very much inspiring. ABBS has carved a niche for itself in a matter of a few years. While, the learning cycle for the best B-Schools in India has spanned decades. This lesson of rapid learning and growth is valuable to us. We want to repeat this success saga with our Journal too. The Journal would focus on a selected theme in each of its issue. In this issue, we are focusing on 'Business Vision 2020'. India is emerging. The whole world, in particular, the western world is looking at India's growth rate with awe. Rest of the world saw with surprise the way in which India overcame the problem of recession. One billion plus population, with more than 50 percent being below 30 years are productive and provide huge market. By any standard and estimation, this century would be of countries like India and China. In this point of inflection, the policy makers, management practitioners, academicians should be in a position to understand the business environment by 2020 and beyond. Hence, AMBER has taken the 'Business Vision 2020' as the theme of this issue of the Journal. The issue has carried articles on different management functions under the broad theme of the issue.

Next issue (May 2010-October 2011) would focus on NGO management. Broad themes of the issue include Measuring and enhancing performance of NGOs, Marketing- Branding NGOs, Voluntarism and Professionals, Attracting right human resource for NGOs, NGOs and profit philosophy, Rating of NGOs, New trends/experiments in NGO management-Case study, NGOs partnership with Business organizations, Operational Efficiency, Emerging new domains and role of NGOs, Funding NGOs and Accountability for NGOs. All submissions to AMBER would be blind reviewed by external reviewers.

AMBER team desires to partner with all stakeholders. Readers, subscribers, reviewers and editorial team have to work together to make any Journal great. Come and join us in making this Journal one of the best. I thank Prof. Srikanth Goparaju, Prof. V.S.Chauhan, Prof.L.R.S.Mani and Prof.R.Venkatarman who associated with me in editing this issue of the Journal.

Dr.H.R.Venkatesha  
Chief Editor