
Editorial

AMBER has carved a niche among the elite club of referred journals. Our vision of making AMBER a journal focusing on particular theme in each issue has made big difference. Thanks to all those who helped us to visualize this dream.

This issue of AMBER focuses on "Changing Global Dynamics and Business Opportunity for India". Change is the only permanent thing in this world. Changing global environment throws open both opportunities and challenges. It is for the corporate fraternity to make use of opportunities. In the same breath they have to manage challenges to their advantages. I am very happy that this issue dwells in detail about the nuances of changing demographic scenario in India's favour among the comity of nations and increasing GDP. On the contrary increased competition both from developed and developing countries is a serious challenge for India. The articles in this issue would throw light on these aspects.

The theme for the next issue of the journal would be "Indian Business and Industry – An historical perspective". Those who can see deep into the history would be capable to see the farthest of the future. Keeping this in mind the editorial team invites articles for the next issue from the researchers, academicians and practicing managers. Articles can be based on statewise study or on any specific sector. From the coming issue an exclusive student section would be included. PG management students are invited to contribute articles & case studies.

I profusely thank editorial committee members Dr. K.H. Anilkumar, Prof. V.S. Chauhan & Uma C Swadimath for making this issue as one of the treasure house of articles on the topic.

I also thank all the contributors to this issue. I thank management particularly Dr. Vijayapal Reddy, Chairman and Ms. Poornima Reddy, Director (Admin) for their all round support.

I welcome your feedback to take AMBER to the next orbit of quality and usefulness.

Dr. H. R. Venkatesha

Chief Editor