

# Editorial

## Dear Readers,

I am happy to place seventeenth issue of AMBER in your hands with the theme 'Entrepreneurship and Startups'. The authors have covered important topics on Entrepreneurship in this issue. Case study and Book Reviews have added flair to the Journal. This is a small effort by ABBS in knowledge creation and dissemination. I am sure this issue would act as a fillip to the Entrepreneurship and Startup culture which is evolving in India. I wish the readers would benefit from this issue and would give feedback to make the forthcoming issues better.

Patrons of this Journal from the top Management of the institution deserves special accolades for their sustained support in bringing out AMBER in the last nine years. I fail in my duty, if I do not thank the Editor of this issue Dr. Geevarathna and authors who have subscribed to this issue. I profusely thank the reviewers who shouldered the responsibility in reviewing the papers.

Logistics and Supply Chain Management plays a crucial role in economic development of a country and the growth of any organization. In India this sector contributes closely 12 percent of \$2.5 trillion GDP. There is huge scope for introducing modern technology, Capital and Professional management into this sector. Today, the Logistics and supply Chain cost is on an average 10 percent more in India, when compared to many developed countries. Keeping this in mind the theme of the forthcoming issue (Volume 9 and Issue 2) is **Logistics and Supply Chain Management**. Research papers, Case studies and Book Reviews are solicited form the Corporate, Academic, Research and Student community.

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