



Editorial

P. G. Vijairaghavan

As India Inc. gets ready to put the country back on the economic rails, there is a sense of urgency in getting best business practices going to ensure optimum profitability and consumer satisfaction. As development process gets going, and businesses grow, Management concepts are sure to be put to the test and in this scenario research becomes the *sin qua non* of Enterprise to provide a reliable guide to the best processes and procedures to be initiated and implemented.

The perception regarding Strategic Alliances in the corporate world have ranged between harnessing each other's strengths to cartelization and victimization of customer. In the opener to this issue Akshay Bhatt in the study on Strategic Alliances visits the literature available on the subject and analyses the purposes and uses of strategic alliances and how far they contribute to customer welfare. Dividends and profits have been perennial siblings. Yet, the point to discuss is the advisability of paying out dividend when profit is earned or to consider it as a deferred compensation for investment, Many more aspects for considering dividend payout are discussed by Fakhruddin Sunelwala and Agarwal.

Gender has been a subject of very animated debate for some time now. The workplace has become the focus for enlightened handling of women's issues in particular. We present two aspects of this issue to highlight the importance that this subject is now receiving in the world of

business. The article on Women in Management by Adela Kazmi and Azhar Kazmi encapsulates the available literature on the subject and extends its scrutiny to one of the most talked about and compelling sides to the subject, namely, work-life balance and arrives at certain interesting hypotheses. Neetu Sharma's paper examines feminist theorization about the role of women in development process and the advancement of women's status as discussed by major frameworks in the field. Sharma scrutinizes the principal limitations that Third world gender scholars have faced in Indian and Asian gender studies to explain and interpret the advancement of man/woman's right in the developing world.

How has Marketing communication changed over the years? As Joshua Miluwi finds out, it is the way marketers speak to and *listen to* the consumer today that has been a revelation and is the way to go for business growth. Also in this issue a case study on Probiotics giant Yakult, which deals with the benevolent bacteria aiding the human digestive system, trying to unravel the mysteries of marketing probiotics to the Indian market.

