



### Editorial

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During the past one year, business sentiment has picked up after a virtual freefall for sometime in the previous years. The Business Confidence index for the halfyear ended Jul 2015 at 54.4 was a shade lower than 56.4 for the Jan 2015 half year, although it continued over the 50 required to indicate positive confidence. For business sentiment to remain high, one of the factors responsible must definitely be the role of the banking sector. More than any other stakeholder, banking has a knack of making or breaking confidence since it controls the finance function that is directed and monitored, among other things, by the RBI's credit policy. But there are other factors too in the banking world that shape a businessman's commitment to his business.

This issue of IMR has contributions that deal with the Banking sector's effectiveness in directing the Businessman's strategy as regards investment, expansion etc. Dr Ashish Verma examines in depth the process of determination of a Commercial Bank's efficiency through Data Envelopment Analysis, while Dr G. P. Bhandari undertakes a study of the contribution of banks to the development of the North East, with comparative analysis of various functional parameters in NE and the rest of India and concludes that there has been a lack of initiative in developing the Banking sector in the North East resulting in the slow growth of industry and business in India, and hence the contribution of the Seven Sisters being at a low. How does Trust and Value affect customer satisfaction among customers of Banks? Vinita Kaura takes a look at the responses from 200 customers in Delhi to

define the relationship between customer satisfaction and perception of Trust and Value.

Kota Srimani and P. Srivalli have an interesting study to relate regarding the benefits corporate hope to extract through Cause Related Marketing, a concept that is taking shape whereby social causes adopted by the corporate is used as a successful marketing tool. How fair is the valuation of some of the recent entrants into the world of marketing? Karuna Bajaj examines the losses e-retailers make although recording ever soaring sales figures and the reasons therefor. In the light of these losses, she questions the validity of the huge valuations and tries to find answers. Dr. Darshana Dave and Rina Dave take a critical look at the state of health care in Gujarat and conclude that word of mouth relay of positive experience by patients is a great way to increase acceptability of hospitals among the population. A cause for concern in the corporate world is the alarming attrition rates that threaten to increase costs and lower productivity of companies. Dr Rane in his exercise, discusses the causes for such high rates of attrition in a country that complains of lack of employment opportunities.

The Book Review by Dr MS Rao takes a close look at James Kouzes, Barry Posner and Michael Bunting's Extraordinary Leadership in Australia and New Zealand: The Five Practices that Create Great Workplaces and finds lessons for enlightened leadership of teams and ways to motivate leadership to perform – for the team and by the team.

