



### EDITORIAL

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With this issue IMR steps into its fourth year ; and the unmitigated encouragement from academia and industry, and specially from the innumerable professionals and educationists in the form of their contributions is truly a barometer of the acceptance it has come to enjoy in the portals of the opinion makers of industry and education. Needless to mention, we shall continue to strive to retain and stretch the standards of this publication to reach the best there is in knowledge dissemination.

Without reading too much into the signs, one can be forgiven for expecting the GDP to cross 7.5% in 09-10, and business and industry to pick up momentum bringing in greater employment opportunities to the millions of young Indians who are looking to the future with stars in their eyes. This includes of course, the thousands of young aspiring Managers from the B-Schools of India who have laid great store by the hopes generated by the increased industrial production and the services sector's burgeoning topline. True, Agriculture is a great cause for discomfort - and this is an understatement, considering the peak rate of food inflation that has been straining the leash to break the 20% barrier. Will food prices retract in the coming months? My guess is as good as yours and going by the

politicians' own forecasts, it does not look like the common man will have anything to smile on this account too soon.

Within these pages are a brief study of the segments of the financial services sector - specifically the Insurance sector and the scope of Bancassurance and the rural markets in providing a leg up to this sector, and an interesting study of the demographic variables that influence indirect investments in equity markets by individuals; along with an article on the reaction of markets to merger and acquisition announcements, and how acquisitions are better warded off by Managers. Emotional intelligence continues to engage our attention in view of the importance that is attached to employee retention and talent management in business, as a key tool to ensure growth of the organisation.

Finally, a fresh view of Management education's responsibility towards ensuring the continued development of the economy forms the substance of this issue along with our book review column which has made a reappearance. We do look forward to your suggestions and opinions on the material that is featured in the journal as we march towards our fifth year as the vehicle of knowledge dissemination.

