

## Editorial

We are very happy to place in the hands of our well wishers the 17<sup>th</sup> issue of the Nitte Management Review (NMR) publishing five articles and one book review. These articles and book review are authored by knowledgeable and experienced scholars in different branches of knowledge. This issue also bears evidence to NMR's has transdisciplinarity.

Radhakrishna Pillai in his article *The Complementary Role of Science, Spirituality and Ethics for a New World Order - The Golden Age* argues that the root cause of the environmental and sustainability challenges that are currently being faced is also due to erosion of ethical values. If science and spirituality join together and complement each other, a bright future - a Golden Age - awaits the human race.

K Sankaran and Mohsin Ahmed in their joint article *Leadership and Information Technology* observe that hard skill of information technology need to be moderated with people issues in an ever-communicating world.

One of the most common business phenomena is also one of the most perplexing: When successful companies face big changes in their environment, they often fail to respond effectively. This is the main contention of the article *Corporate Financial Distress and Stock Return: Evidence from Indian Stock Market* written by Shridev Devji and K R Suprabha. They also argue that stock markets would react to the announcement of the default by The Reserve Bank of India, the highest monetary authority in the country.

Sandhya Rao's article *Marketing of Resorts & Homestays to Ecotourists through Websites in Coastal Karnataka: A Content Analysis* covering Coastal Karnataka states that for successful e-marketing, web usability is one of the important factors. She finds that developing an effective content and a well-designed technology-based website is essential for marketing eco tourism.

The article *Struggles and Challenges in Development: Governance and Management Issues in a Regional Context* authored by G V Joshi is essentially a case study of Dakshina Kannada district which has witnessed many development struggles. It provides an interesting case for tracing

the history of different development experiences in a regional context and also for identifying governance and management issues calling for some redirections in policies for growth and development in different sectors in future, namely agriculture, industry, tourism and education.

N K Thingalaya has reviewed the book *Governance of Financial Inclusion in Indian Banking Sector: Redefined* authored by Deepali Pant Joshi. The book treats financial inclusion as the process of ensuring access to appropriate financial products and services needed by all sections of the society in general and vulnerable groups such as weaker sections and low income groups in particular at an affordable cost in a fair and transparent manner by mainstream institutional players.

The editorial team of NMR takes the opportunity of thanking all the authors for their contributions. The comments and reactions of the readers of NMR are most welcome.

**K Sankaran**

Editor-in-Chief