

Editorial

Dear Readers,

It gives me immense pleasure to present you Volume 10 (No. 2) of Nitte Management Review.

The article titled *Autonomy for Excellence in Higher Education* authored by K Sankaran and G V Joshi highlights the multiplicity of controls and interventions exercised by the government in higher education in India and, as a case in point, consider management education. They point out that there are more than six authorities or bodies exercising controls on management education which plays a crucial role in the growth and development of the country. The authors conclude that a well-structured higher education system guaranteeing responsible autonomy in the real and full sense of the term will help the growth and development of higher education in India.

The case study authored by M D Ravikumar titled *Application of Juran Trilogy and Triple Helix System for Successful Implementation of Service Projects – A Case of Rotary Eye-care Project* enumerates how a member of the Rotary Club, within the framework of the organization, develops and implements an eye-care project for the benefit of the economically down-trodden. The article highlights interesting use of “Principles of Juran Trilogy and Triple Helix System”. These are most useful for conceptually dealing with the challenges faced by businesses and governments.

The next paper by V B Hans titled *Role and Responsibilities of Managerial Economists: Empowering Business through Methodology and Strategy* highlights how modern manager ought to be a strategist and an economist in terms of her role, responsibilities and qualities. The article also analyses the emerging parametric convergence between economics and business.

The paper “*Factors Influencing Buying Behavior of Consumers of Domestic Soft Drinks: A Case Study*” by Ashoka M L and Raskesh T S

underscores the changing consumer preference in the soft drinks market. The study reveals that consumers across all age groups are happy with domestic soft drinks in the study region and factors like price and availability of the products are the most important factors which are influencing the consumers to prefer domestic brands to international brands in the study region.

In this issue we have Karthik Kudroli reviewing the book *The Biology of Belief: Unleashing the Power of Consciousness, Matter and Miracles* authored by Bruce H Lipton. Biology of Belief is an unusual book. He reviewer avers that the book is a must read for contemporary educators and parents and suggests that, if read with attention, it has the power to transform the readers' mental models of what constitutes performance and drivers of particularly education institutions.

K Sankaran

Editor-in-Chief