

From the Chief Editor's Desk

Dear Reader,

Warm Greetings!

PES believes in philosophy of continuous quality improvement with an agenda of growing bigger and better. By keeping this in mind, the journey of nurturing research and knowledge sharing platform is provided through Volume 11, Issue 1 of our Bi-annual peer reviewed International Journal PES Business Review. As a consistent practice, this issue is enriched with four research papers, a case study and a book review.

The first Research paper is titled “A study of management styles prevalent in Select Public Sector Enterprises in India” by Dr. Madhumita Chatterji & M H Shariieff. In this paper, different leadership styles are studied and analyzed empirically. Authors have used structural educational modeling as tool to find out which leadership is suitable in Indian Public sector undertakings.

The second research paper is titled “Entrepreneurial Intention: Triggers and Barriers to Small Business Venturing in Khulna City by Prof. Dr. Mohammad Salek. This research paper mainly focuses on exploring the triggers and barriers for setting up small business in Khulna city, a city in the southern part of Bangladesh, which is struggling for its economic revival.

The third research paper is titled “Equity Valuation: Premium to Interest rate structure model” by Mr. Sandeep Keshava Rao. This paper proposes a modified model of DCF which takes into account a forward looking cost of equity capital. The model includes the time dynamic changes in the components of the cost of capital as opposed to those with time static components.

Fourth Research paper is titled “Predicting Online Buying using Shopping Orientation -A Study on Online Grocery Shopping among Women” by Seema Sambargi & Dr. R. K. Gopal. This study attempts to predict shopping orientation of online consumers with special reference to woman. Exploratory factor analysis is used to come up with sub scales to measure the shopping orientation and a confirmatory factor analysis is conducted for establishing the validity of the so obtained sub scales.

In the Case study segment, we have a case titled “Demystifying the Brand Patanjali: A Case on growth strategies of Patanjali Ayurved Ltd” by Prof Brijesh Singh & Dr R K Gopal. This case study is about Patanjali Ayurved Ltd., also known as PAL, an Indian FMCG which has registered phenomenal growth in the last 5 years. The case tracks the different strategies which worked for Patanjali Ayurved Ltd (PAL) in the hyper competitive Indian FMCG.

In the book review segment, we have a book review on book titled “Human Resource Management: Text and Cases” authored by K. Aswathappa and Published by Mc Graw Hill reviewed by Dr. B N Balaji Singh. The purpose of this book is to provide the management students in- depth understanding of Human Resource Management and this book also serves as practical guide with its extensive pedagogy and Online Learning Centre (OLC).

We hope that the readers will thoroughly benefit from the papers compiled in the Journal and give their valuable feed back to enhance the quality in our future publications of the Journal.

We thank all authors for extending their continuous support.

To continue with the quality philosophy of PES, we always welcome quality research and case papers from authors in future endeavors too.

Regards

Dr. R.K. Gopal

Chief Editor