

From the Chief Editor's Desk

Dear Reader,

Warm Greetings!

PES is promoting 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 10, Issue 1 of our Bi-annual internationally peer reviewed Journal PESBR. As consistent practice, this issue also enriched with five best papers which were selected through a Research paper contest,"Anveshana-2014" and a case study from case writing contest,"Vishleshana-2014" along with two book reviews.

The first milestone of the Research journey begins with the paper titled "Competitive Analysis of U.S. MBA in India- Perceptions, Preferences and Success Factors: An Exploratory Study by Dr. Prashanth N. Bharadwaj et al. The article provides useful insights to administrators who wish to pursue developing partnerships between U.S. and Indian Universities with respect to MBA programs.

Next mile stone is a paper on, "Interactive Television: Redefining the way of Television Advertising" by Dr. Samiran Sur et al. In this paper, an attempt is made to analyse the Tele advertising strategies.

The third mile stone is a paper on "Performance of MSMEs" by Dr. M Venkateswaralu et al. This paper presents a critical review covering the performance criterion of a district cluster of MSMEs operating in Andhra Pradesh.

Fourth milestone is a paper titled "Organisational Citizenship Behavior in Enhancing the Performance of Teachers Behavior in Schools" by Dr P Sathya Priya et al. In this paper an attempt is made to identify the dimensions of individual determinants explaining work place ownership.

The last paper in the Research section is titled "A study on Women consumer attitude towards health fitness equipments" by Dr K Navarathinam. This paper focuses on the analysis of urban based women consumers' perception towards health fitness equipments.

In the Case study segment, we have a case titled "The Rise of Social Enterprises in India: the case of Desicrew" by Ananthi Rajayya. This case attempts to bring class room discussion about the various factors influencing the challenges facing by the Social Enterprises in Indian scenario.

In the book review segment, we have the first on "Eat the Frog" authored by Brian Tracy and Published by Tata McGraw-Hill reviewed by Prof. Sangeeta Mehroliia. The purpose of this book is to provide the reader with the different ways by which one can get rid of procrastination. This book is focused on increasing overall levels of productivity, performance and output

The second is, "Big Data: A Revolution That Will Transform How We Live, Work and Think" authored by Kenneth Cukier and Viktor Mayer and published by John Murray, reviewed by Prof. K R Ravi. The purpose of this book is to provide the reader with the vast range of examples of data analytics. The book provides an excellent overview of the value and risks of data analytics.

We thank all authors for extending their continuous support through Annual Research paper contest "Anveshana" and Case paper contest "Vishelshana" to reach out to 10th year of Publication of our Business Journal..

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

Regards

Dr. M S Ranga Raju

Professor and Head-MBA