

## 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 9, Issue 2 of our Bi-annual Internationally peer reviewed Journal PES Business Review. As consistent practice, this issue also enriched with five best papers which were selected through a Research paper contest, “Anveshana-2013” and a case study from case writing contest, “Vishleshana-2013” along with two book reviews.

The first milestone of the Research journey begins with paper titled “Beliefs & Intentions towards QR Code based Marketing in India & Japan” by Hemant Bamoriya. In this paper, a scenario based experimental design was used and data was analyzed using Structural Equation Modeling & General Linear Modeling.

Next mile stone is a paper on “Evaluation of On-the-Job competencies & Training Effectiveness” by Meenal Jain. This research paper has made an attempt to evaluate the OTJ competencies exhibited by the new recruits of Junior Management Grade Bank Officers and thus measure the training effectiveness of the engagement.

The third mile stone is a paper on “Investigations into the Mismatches between Management Education and Practice: Agenda for Future Study by Naveen Das and Dr. Rajendra Nargundkar. This paper presents a literature review covering the issue of the management theory-practice divide essentially required in complex and turbulent environments present in the 'real world'

Fourth milestone is a paper titled “Performance appraisal matters a lot for the employee and employer” by Latha Lavanya. In this paper an attempt is made to identify the dimensions of individual determinants explaining performance appraisal.

The last paper in the Research section is titled on study of Corporate Distress in real time environment –Case analysis of King Fisher Airlines by Vidhyalakshmi. This paper focuses on the analysis of corporate distress and applies them comparatively to the case of ‘Kingfisher Airlines’.

In the Case study segment, we have a case titled “Mahindra and Mahindra's US Foray” by Surajit Ghosh Dastidar. This case attempts to bring class room discussion about the various factors influencing the challenges posed by the US market to an Indian automobile company.

In the book review segment, we have the first is on “SELLING TO WIN” authored by Richard Denny and Published by Kogan Page India reviewed by Brijesh Singh. The purpose of this book is to provide the reader with the foundation to achieving great success in selling. Second book is on Fundamentals of Financial Management authored by Dr. Sheeba Kapil and published by Pearson Education reviewed by G V Mruthyunjaya Sharma

We thank all authors for extending their continuous support through Annual Research paper contest “Anveshana” and Case paper contest “Vishleshana”.

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

Regards

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Professor and Head-MBA