

From the Chief Editor's Desk

Dear Reader,

Warm Greetings and wishing happy New Year!

PES believes in philosophy of continuous quality improvement. In this endeavor, we have now become “**PES University**”.

I am happy to place before you Volume 9 Issue 1 of PESBR, our Bi-annual Journal. As is our tradition, we have included five highly rated papers selected through a Research paper contest, **Anveshana-2013**. We have also included a case study from our case writing contest, **Vishleshana-2013**, along with two book reviews.

Firstly, we have paper titled “*Analytic Hierarchy Process (AHP) to Select a Business School Based on the Rankings – Business World*” by Ellur Anand. This paper uses AHP as a tool to provide another way of deciding an alternative apart from the methods the ranking magazines or websites follow.

Secondly, we have paper titled “*A Study of Stock Price Behavior Around Earnings Announcements*” by Dr. T. Mallikarjunappa et al. In this, Efficient Market Hypothesis (EMH) is used to investigate whether stock prices adjust to quarterly earnings announcement information and to examine whether the EMH applies to the Indian stock market BSE-200index based companies listed on the Bombay Stock Exchange.

Next paper in this section is titled “*Determinants of Consumer Patronage for Retail Outlet Choice: An Empirical Evidence from the City of Visakhapatnam*” by V.V. Devi Prasad Kotni. This attempts to address the recently changed scenario in Indian retail sector and informing Indian retailers about the determinants of retail outlet choice that is being made by the customer to shop in a particular retail outlet.

Fourthly, we have a paper titled “*On the Relationship between Leadership, Industry, & Quality*” by Ramesh G Soni et al. This paper explores the relationship between organizational leadership styles and success in implementing quality in organizations

Last paper in this section is titled “*To Serve or Create – An Analysis of Family Background as a Differentiator*” by Dr. Purna Prabhakar N. This paper deals with types of family background on entrepreneurial orientation in Indian scenario.

In the Case Study segment, we have a case titled “*Celebrity Endorsement – A Double Edged Sword*” by G. Muruganathan. This case elucidates the need for celebrity endorsement for a strong rooting of a brand and also attempts to analyze celebrity endorsement for Indian scenario with a 360 degree approach by explains the necessity, advantages and risk elements.

In the book review segment we have a review of the book titled “*Win in India, Win Everywhere: Conquering the Chaos*” authored by : Mr. Ravi Venkatesan Published by Harvard Business Review Press reviewed by Dr B S Patil and the second is on “*What I Didn't Learn in Business School How Strategy works in the Real World*” authored by Jay B. Barney and Trish Gorman Clifford, published by Harvard Business Review Press is reviews by Prof. Prakruthi N. Udupa

We thank all authors for extending their continuous support through Annual Research paper contest **Anveshana** and the Case paper contest **Vishleshana**. We continue to welcome new contributors to PESBR.

Regards,

Dr M S Ranga Raju

Professor and Head-MBA