

## From the Chief Editor's Desk

Dear Reader,

Warm Greetings!

PES believes in continuous quality improvement while growing bigger. With this in mind, the review panel has been reconstituted. I welcome the new members of the panel.

I am happy to place before you Volume 8, Issue 2 of PESBR, our Bi-annual Journal. As is our tradition, we have included five highly rated papers selected through a Research paper contest, *Anveshana-2012*. We have also included a case study from our case writing contest, *Vishleshana-2012*, along with two book reviews.

The Research paper section begins with the first mile stone paper entitled *Role of Contagious Consumer Behavior and Product Convergence in Diffusion and Adoption of New Brands in Indian Market*, by Dr. Tappan K Panda et al. This paper attempts to throw insight on how the Indian consumers adopt various technological innovations and how diffusion of innovation happens by digital advertising, online interaction and electronic word of mouth.

The next mile stone paper is entitled *Student's Satisfaction in Higher Level Education*, by Ms. Jayshree Chavan et al. This paper endeavors to fill the gap in the service quality literature by reporting insights obtained in an extensive exploratory investigation of quality in the education sector.

The third is paper on *A Study of Successful Strategies of Unorganized Pharmacy Retailers – a case of South Bangalore* by Dr. Sridhar R. This paper aims at finding the factors responsible for contributing to the better performance of these successful pharmacy stores, especially in the unorganized pharmacy stores. In this study, the successful factors have been referred to as successful strategies used by the pharmacy stores in Bangalore.

The fourth paper is on *Perception and Behavior of Youth Consumers towards Personal Care Products - a study in Chennai and Bangalore* by Dr. A. Anuradha. This paper focuses on youth consumer's perception and buying behavior towards Personal Care products.

The last paper in the Research section is titled *A Study of the Impact of Place of Residence on Entrepreneurial Resourcefulness* by Dr. Purana Prabhakar Nandamuri. This paper attempts to analyze the impact of the place of residence on entrepreneurial resourcefulness.

In the Case Study segment, we have a case titled *Dilemma: To be or not to be* by Dr. Mrinalini Pandey. It attempts to bring class room discussion about the various factors influencing the performance appraisal system in practice and its focus on ethics.

In the book review segment we have a review of the book *The Disney Way- Harnessing the Management Secrets of Disney in Your Company* reviewed by Prof. Deepak Shyam and the second is on *The Professional* by Prof. Radhakrishana.

We thank our outgoing editor Dr A. Veena for her contributions to this journal till date and welcome our new editor Dr B S Patil who has taken over the reins.

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