

From the Editor

Dear Reader,

Warm Greetings!

Survival, growth, excellence and exemplary are stages of natural progression. PES Business Review with the cooperation of all the stakeholders is heading towards an exemplary Journal of Management. Thanks to Management, yester issues editor, contributors and our esteemed readers.

For us at PES Editorial corner, each issue is a 'Big Bang'. We want to improve the horizons of Journal with new paradigms. We dream to create different, useful and most importantly the best articles. Hence, Research paper contest- 'Anveshana-2012'. The articles in this issue are either prize winning articles or the best in their category. Thanks to all the contestants. The Case study included in this issue is one of the best cases from case writing contest, 'Visleshana-2012'. The process of selecting papers would itself speak volumes about quality of papers.

In the Research paper section, the first paper is Bank Employees' Perception towards Management Commitment to Internal Service Quality in India –An Empirical Study by L Shankari Parivallal. Second paper Relationship between Personality Factors and Employee Engagement is contributed by Ridhi Arora & Bhavana Adhikari. The third paper contributed by Harold Andrew Patrick & Saradha H deals with Socialization Tactics and New Entrants' Adjustments in the Information Technology Context. The article Strategic Resources and Sustainable Competitive Advantage for Cellular Mobile Operators is contributed by C. Somashekar and K.B.Kiran. 3G Users Perception of Service Quality: Indian Perspective is the last article in the section contributed by Meghna Verma.

Case developed by Subhadip Roy and Saurabh Bhattacharya entitled “Got Milk?”-Cult Advertising of Failed Expenditure deals with promotion of consumption of milk is included in the Case Study Section. Book Review section has two interesting book reviews. Ms. Baisakhi has reviewed the book “Heart, Smart, Guts and Luck” authored by Antony K Tjan et,al, published by Harvard Business Review Press. Dr.Anitha S.Yadav has reviewed the book titled “Best Practices for Equity Research Analyst”, authored by James J Valentine published by Tata Mc Grew Hill.

We know quality is a journey. It is not a destination. In our endeavor to make PES Business Review better and scholarly, issue after issue, we want your regular feedback and support. We want scholars to contribute research articles. Help us to do our bit in creating and disseminating knowledge.

Dr. M.S. Ranga Raju
Professor & Head - MBA