

From the Editor

Dear Reader,
Warm greetings!

I am happy to bring out PESBR, bi-annual Journal Volume 7, Issue 1, while thanking all the academic researchers who have in the past contributed in bringing out this Journal successfully from the past 7 years. The Editorial Board have striven hard to maintain the research excellence from the inception of the Journal. We welcome new review panel member, Dr R Satish Kumar. Through a unique platform, “ANVESHANA -2011”- Research paper contest, this issue is also enriched with 6 best select research papers which are being published along with 2 Book Reviews.

The First Paper by Yaya Sissoko & David B. Yerger assesses India's competitive exposure in US import markets. Deblina Vashishta and Shipa Santosh Chadichal have analyzed the relationship between Service Quality, Customer Satisfaction and Customer Loyalty in Indian banking sector using Servqual and Gap Model. This is followed by an Empirical Study on female Online Shoppers by Bijal Amin & Prashant D. Amin.

The next research paper has dealt with leadership strategies in organizations by Harold Andrew Patrick. Prof. Fakir Mohan Sahoo, Nivedita Das & Kalpana Sahoo have discussed the role of resilience and optimism in Job Efficacy. The last paper has dealt with a new method of Reverse Engineering, wherein the customer feedback on water pump failures is analyzed in a popular Taguchi way.

This is followed by two Book Reviews, on Organisation Behaviour and the second on, 'THAT USED TO BE US'.

We look forward to solicit better quality Research and Case papers in future issues and in the process we are conducting a Research paper contest , ANVESHANA 2012 and Case paper Contest, VISHLESHANA 2012.

As a new initiative, PES is proposing three new annual Journals in the domain of Marketing, Finance & Human Resources from this year.

Thanking One and all for magnanimous support extended so far and we look forward the same in the future endeavour.

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